

RivalIQ
by NetBase Quid®

2023 TikTok Benchmark Report

THE ULTIMATE GUIDE TO TIKTOK METRICS

Data set includes

2,000
HANDLES

IN 2022 BETWEEN THE MONTHS OF



COMPRISING

291K
VIDEOS

108B
VIEWS

The Metrics: Definitions

Engagement Rate by Follower

The average number of engagements per follower on a per-video basis.

Engagement Rate per View

The average number of engagements per view.

Engagement Total

The total number of interactions (likes, comments, and shares) on videos.

Hashtags per Video

The average number of hashtags on a per-video basis.

Monthly Follower Growth Rate

The average monthly growth rate over the report period.

Videos with Mentions

The percentage of a brand's videos that include at least one mention of another account.

Videos per Week

The average number of videos a brand publishes per week.

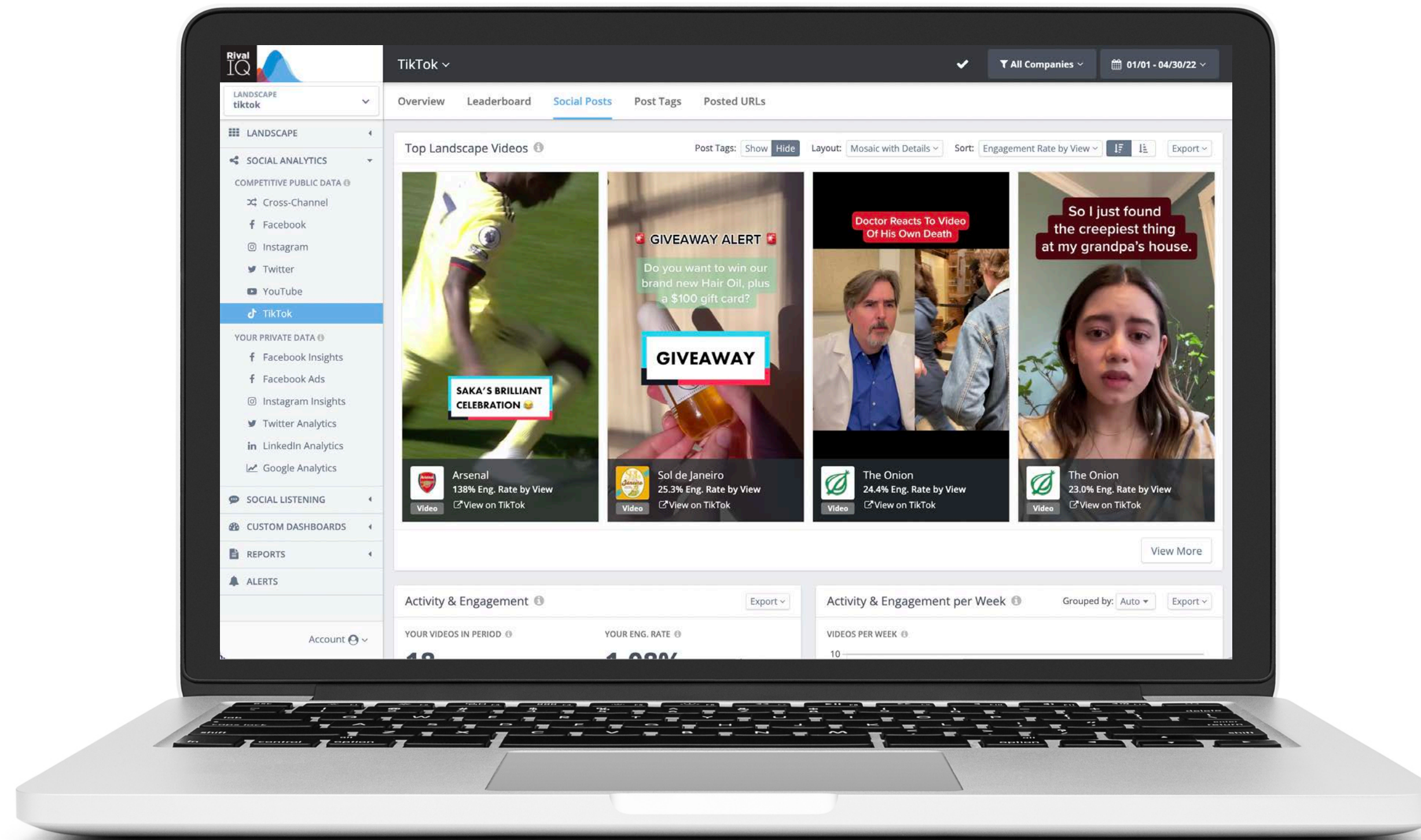
Views per Follower

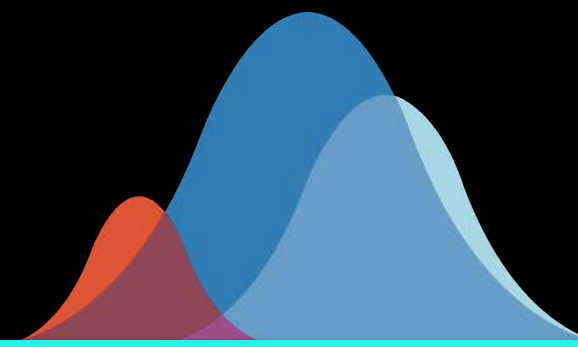
The average number of views per follower on a per-video basis.

Using Rival IQ to supercharge your TikTok engagement

Track and measure your TikTok performance inside Rival IQ alongside all your other social metrics.

GET YOUR FREE TRIAL





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Key Findings

Key Findings and Takeaways



TikTok is out-engaging other channels.

Median brands are earning an average eng. rate per follower of 5.7% on TikTok, which is about 50% higher than last year and 12x the next most engaging channel, Instagram.



Higher Ed, Travel, and Sports Teams dominate.

These industries are consistently at the top of the pack across other social channels we study, so it's not too surprising that their content is engaging fans on TikTok too.



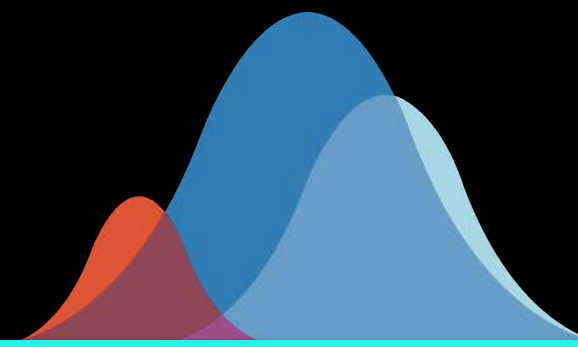
Mentions matter.

Brands are seeing an engagement boost when they include mentions in their videos, and you can bet those mentions are helping with follower growth as well.



Posting frequency is flat on TikTok.

With the average brand posting just 1.7 videos per week flat compared to last year, it's clear that brands are still finding their footing on TikTok.



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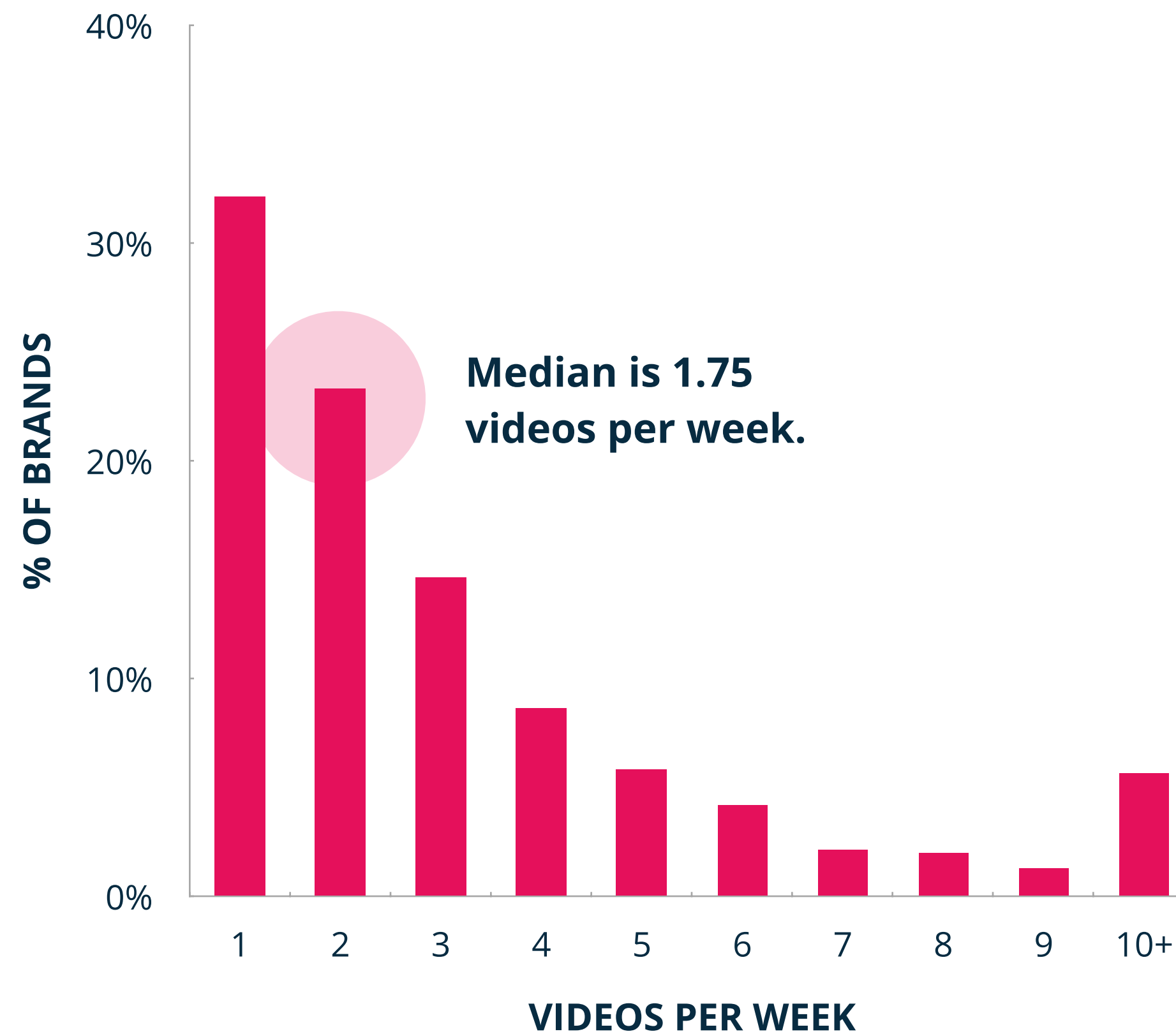
Videos per Week

Videos per Week: Distribution

The average number of videos a brand publishes per week.

The average brand in this study publishes about 1.75 videos per week, or about 8 per month.

- The top 20% most active brands published videos at least 5 times per week on average.
- A full 32% of brands publish less than once a week.



RIVAL IQ INSIGHT

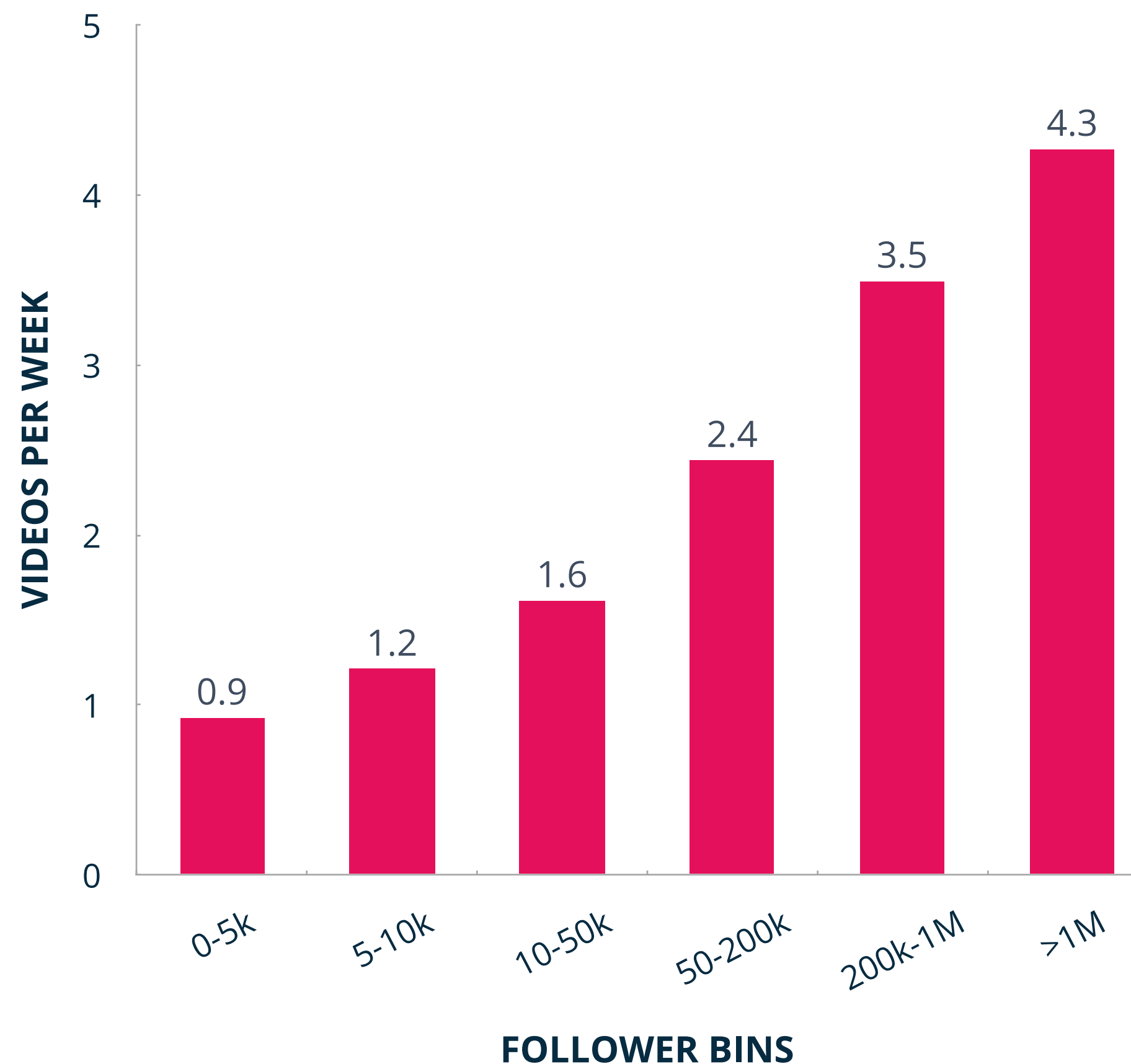
Creating compelling videos for TikTok is definitely an investment for brands. The median posting frequency here is about half of what we see for Instagram posts in our annual social media benchmark report.

Videos per Week: Account Size

The average number of videos a brand publishes per week.

The larger your account, the more likely you are to publish more frequently.

- The smallest bin we studied (1K-5K followers) averaged about 1 video per week.
- Accounts with 200k+ followers post 3 or more times per week.



RIVAL IQ INSIGHT

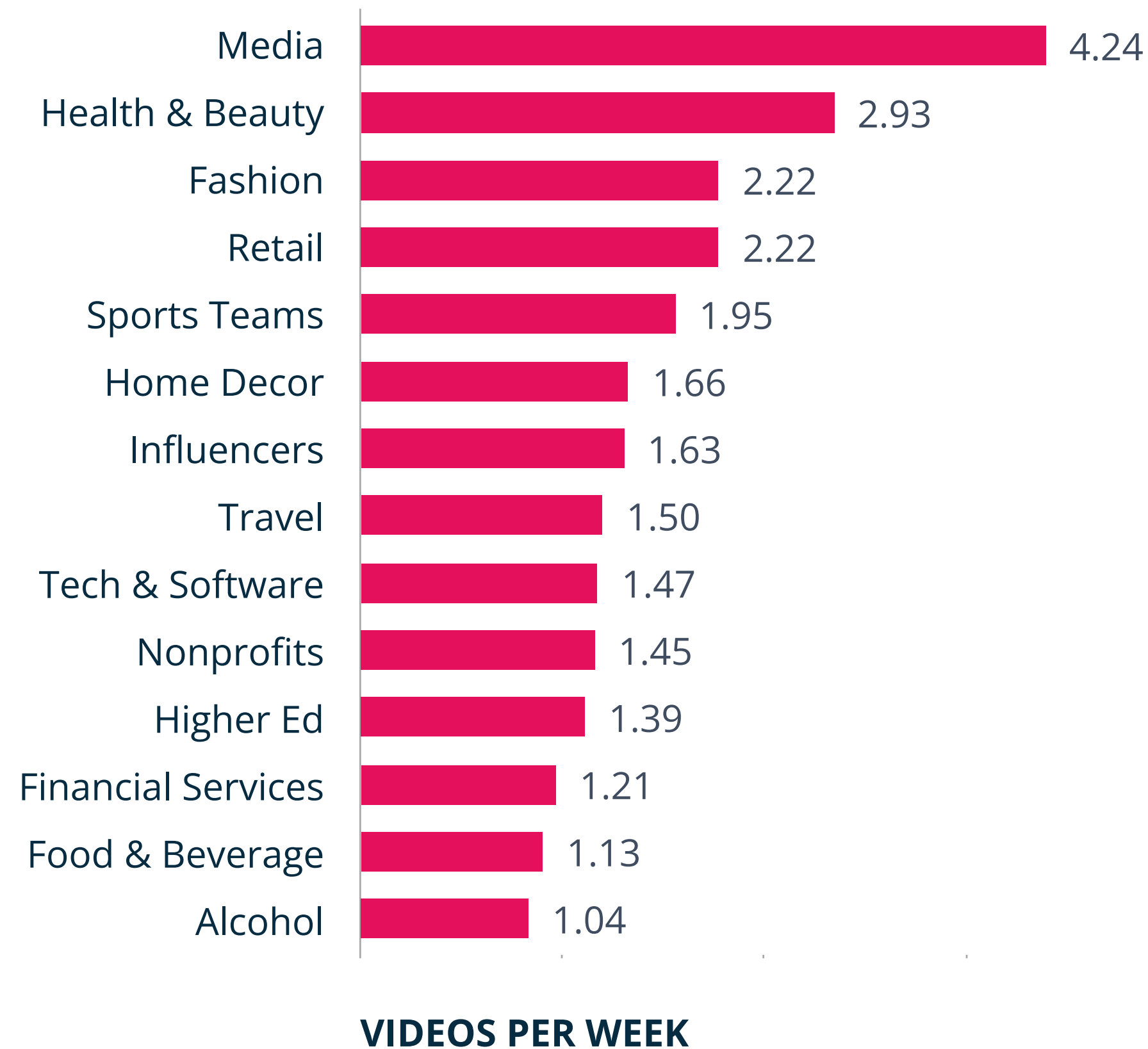
It's not surprising to see this correlation between follower count and posting frequency. Of course, having more followers doesn't make you post more. Rather, accounts that consistently post a higher volume of quality videos are going to grow their accounts. As they grow, we see the investment in posting grow along with it.

Videos per Week: Industries

The average number of videos a brand publishes per week.

There's a wide range of frequencies as we examine posting behavior by industry.

- Media brands top the charts with the average brand posting more than four times per week.
- The least active industries, Alcohol and Food & Beverage, publish slightly more than once a week.



RIVAL IQ INSIGHT

Media and Health & Beauty are usually prolific posters, so their TikTok frequency is no surprise. The same can be said for the lower posting frequencies of Alcohol and Food & Beverage brands.

Most industries are posting less often on TikTok than on Instagram.

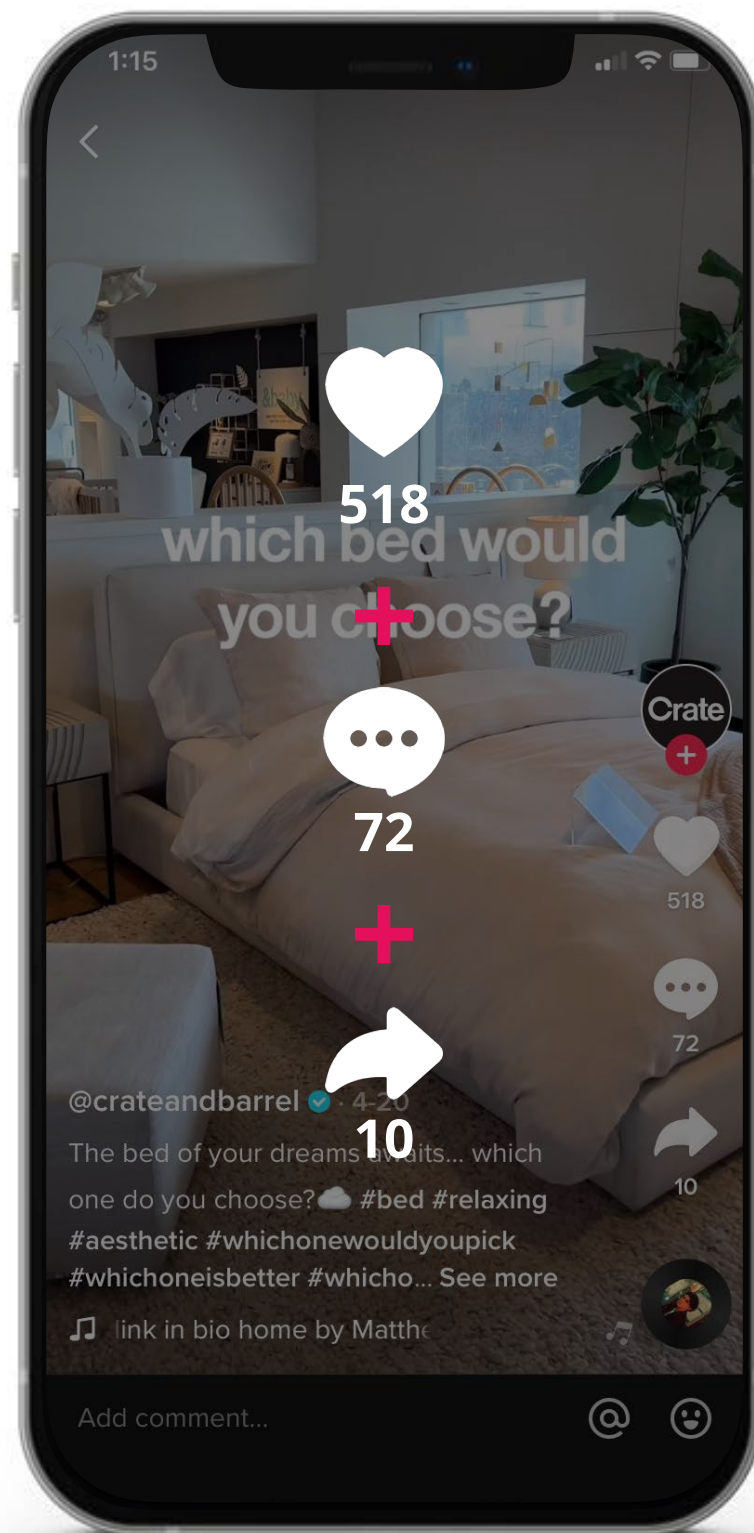


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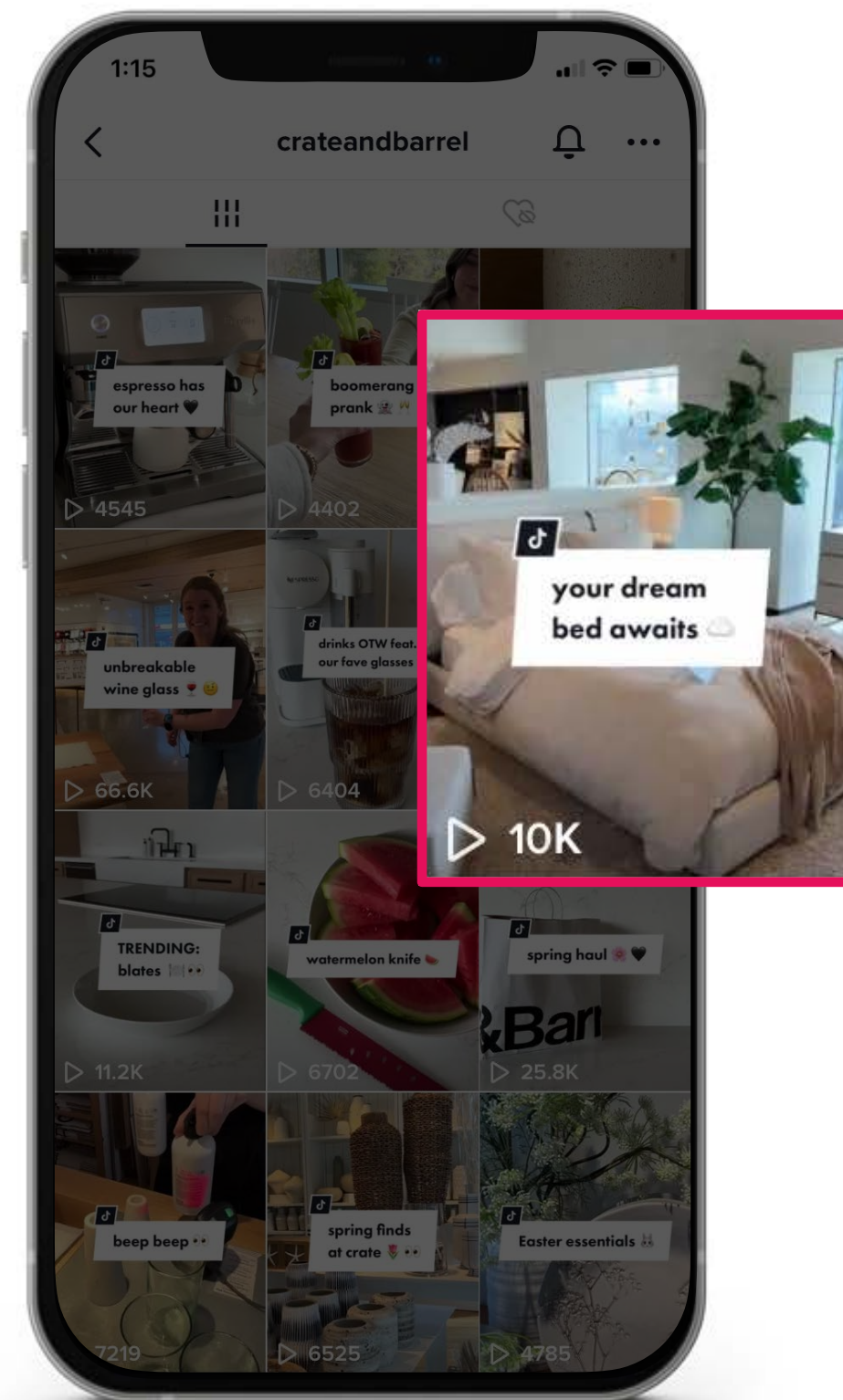
Engagement Rate by View

What is Engagement Rate by View?

The average number of engagements per view.



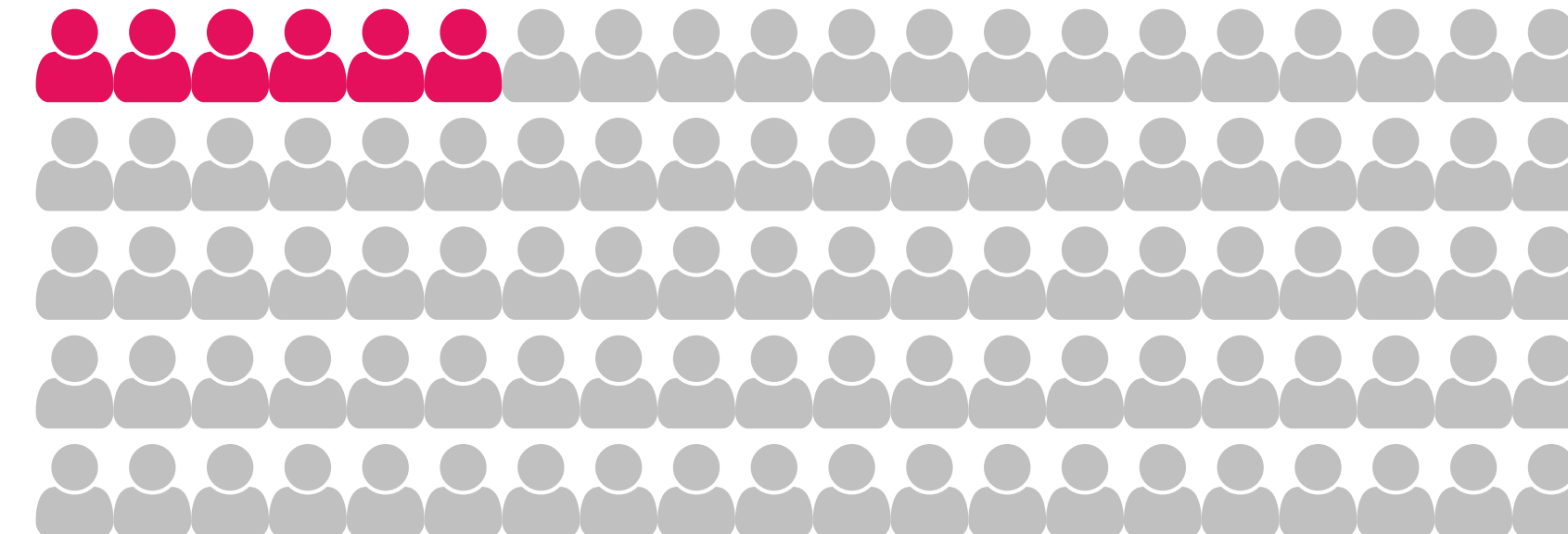
600 ENGAGEMENTS



10,000 VIEWS

This is what a 6% engagement rate per view looks like.

$$600 \text{ ENGAGEMENTS} \div 10,000 \text{ VIEWS}$$

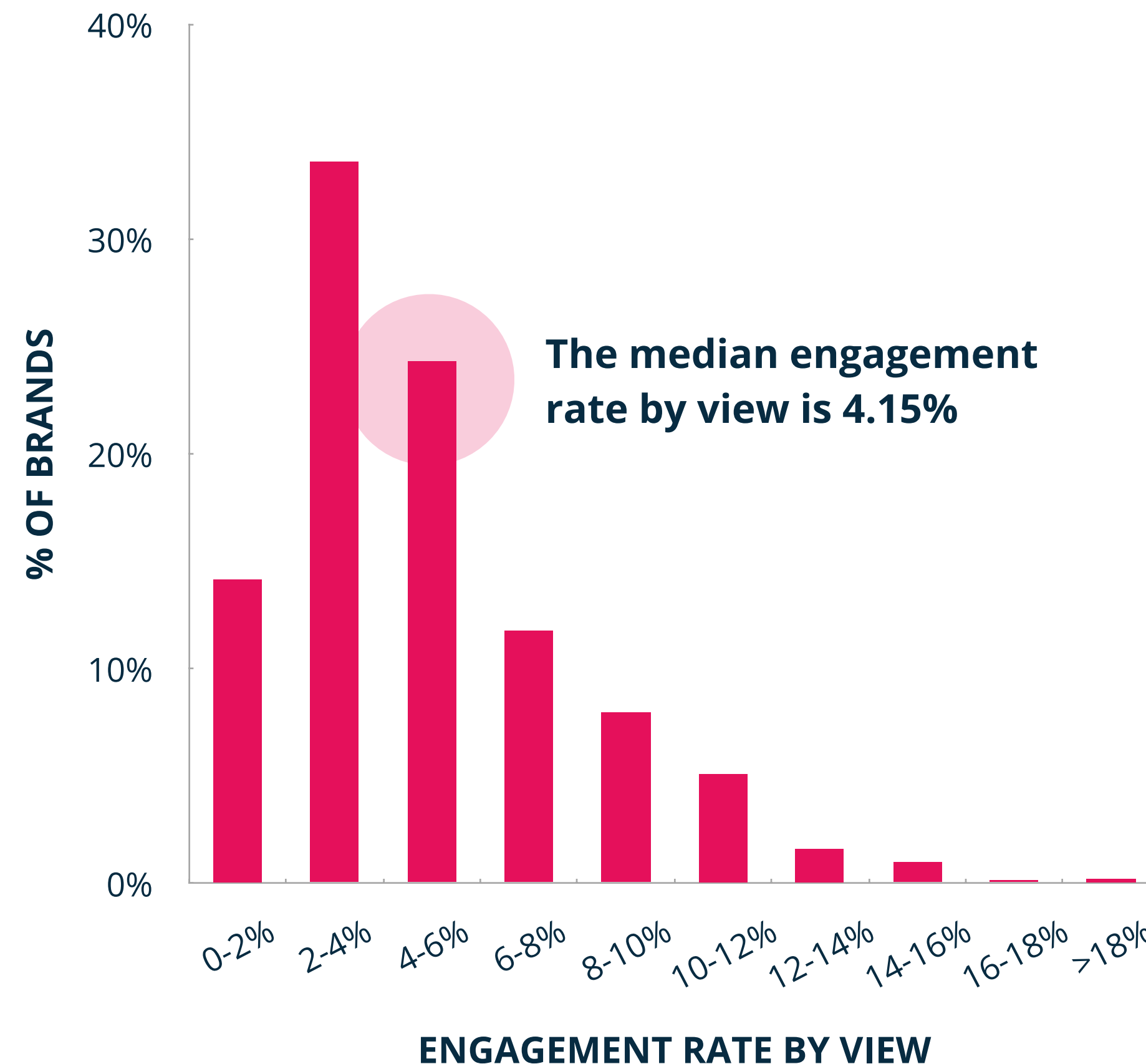


Engagement Rate by View: Distribution

The average number of engagements per view.

The average brand in our study earns an engagement rate by view of 4.15%.

- Only about 16% of brands earn double-digit percentages for engagement rate by view.
- Low engagement rates by view are an indication that boosting is a substantial part of the reach for a video. About 14% of brands average less than 2% across all their videos, suggesting they're boosting an appreciable portion of their videos.



RIVAL IQ INSIGHT

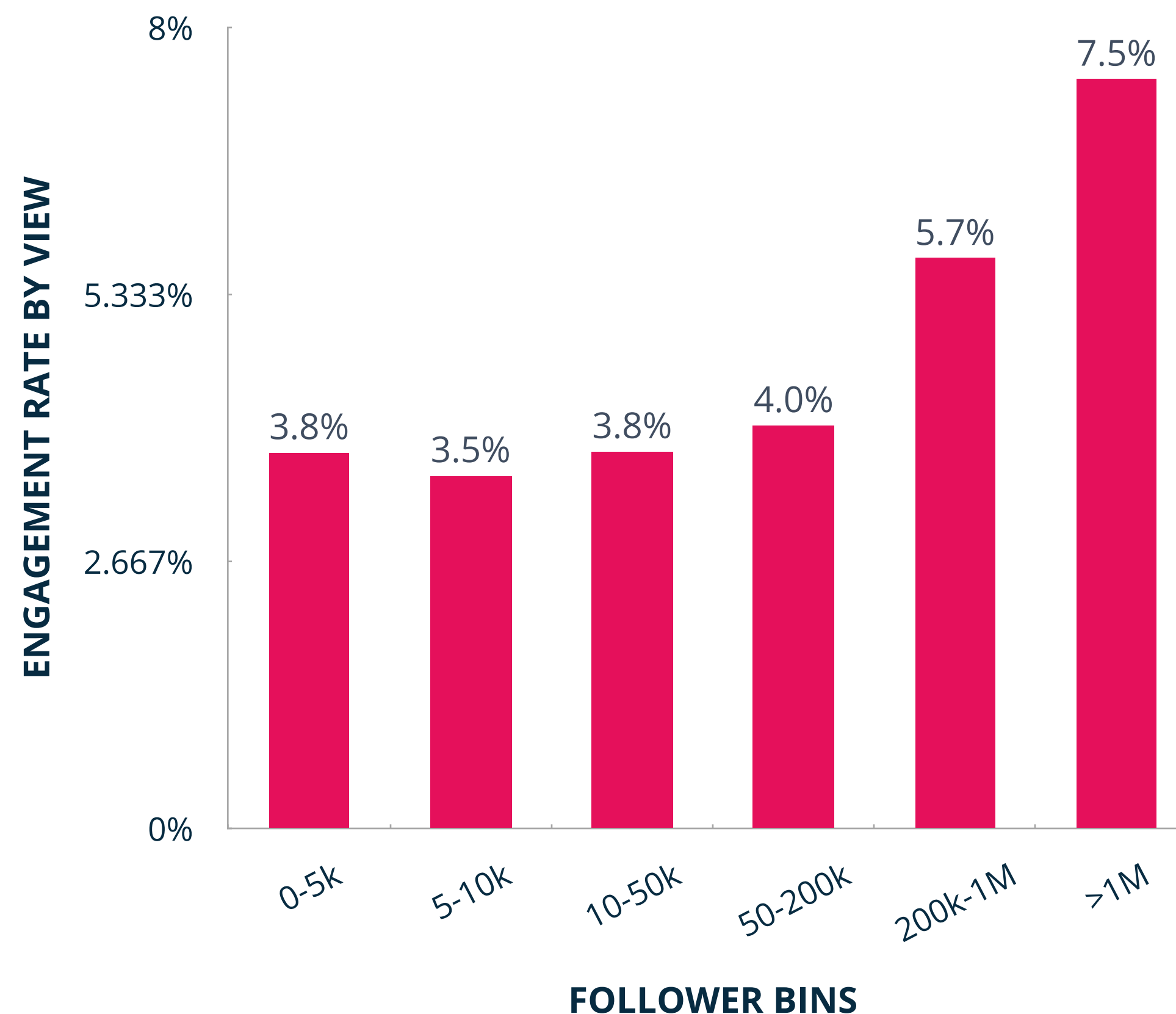
Engagement rate by view is a roughly comparable metric to engagement per impression that we see on other platforms like Instagram. In our most recent Instagram report, we noted that brands have been consistently earning a 4.3% engagement per impression.

Engagement Rate by View: Account Size

The average number of engagements per view.

With one exception, average engagement rate by view grows with follower counts.

- Brands with 200K-1M followers have an average of 6.6% eng. rate per view, which is nearly double what smaller brands are seeing
- The largest accounts, with more than 1M followers each, are reaching an engagement per view of 7.5%.



RIVAL IQ INSIGHT

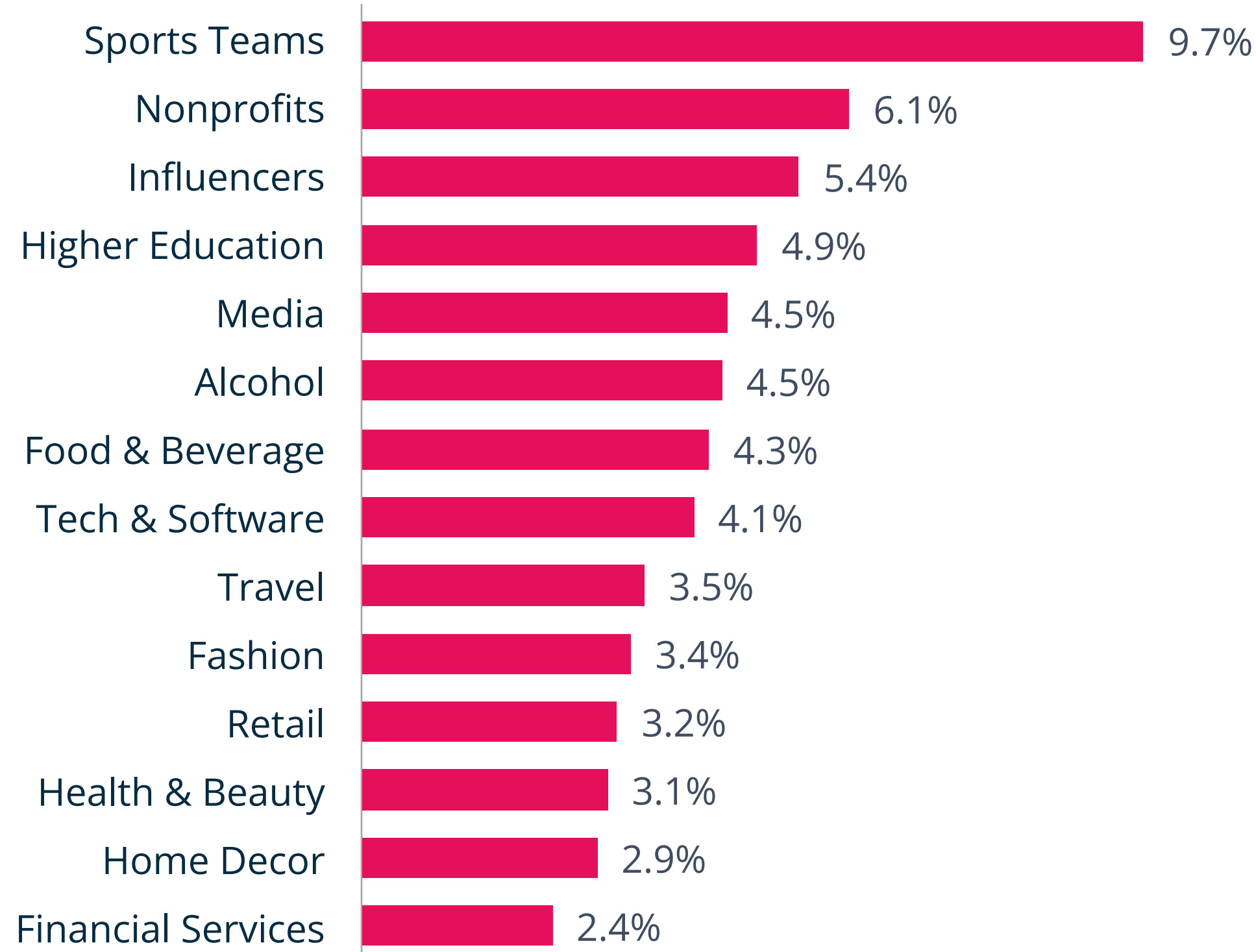
Given the strong role that the FYP algorithm plays in the world of TikTok, it isn't surprising to see a positive correlation between account size and engagement rate by view. Brands with large followings didn't get that way by creating mediocre content. Consistently producing high-engagement videos is a sure way to grow your following.

Engagement Rate by View: Industries

The average number of engagements per view by industry.

Sports Teams, Nonprofits, and Influencers top the list when it comes to highly engaging content.

- The Sports Teams in this report average an eye-popping 9.7% engagement rate by view.
- On the low end, Health & Beauty, Home Decor, and Financial Services brands sat well below the report-wide average of 4.15%.



ENGAGEMENT RATE BY VIEW

RIVAL IQ INSIGHT

As we see in other industry-level studies we've done in the past, Sports Teams, Nonprofits, Influencers, and Higher Ed gather relatively high engagement from fans. For each of these industries, viewers are passionate about their team, school, or causes much more than they are for their favorite brands.

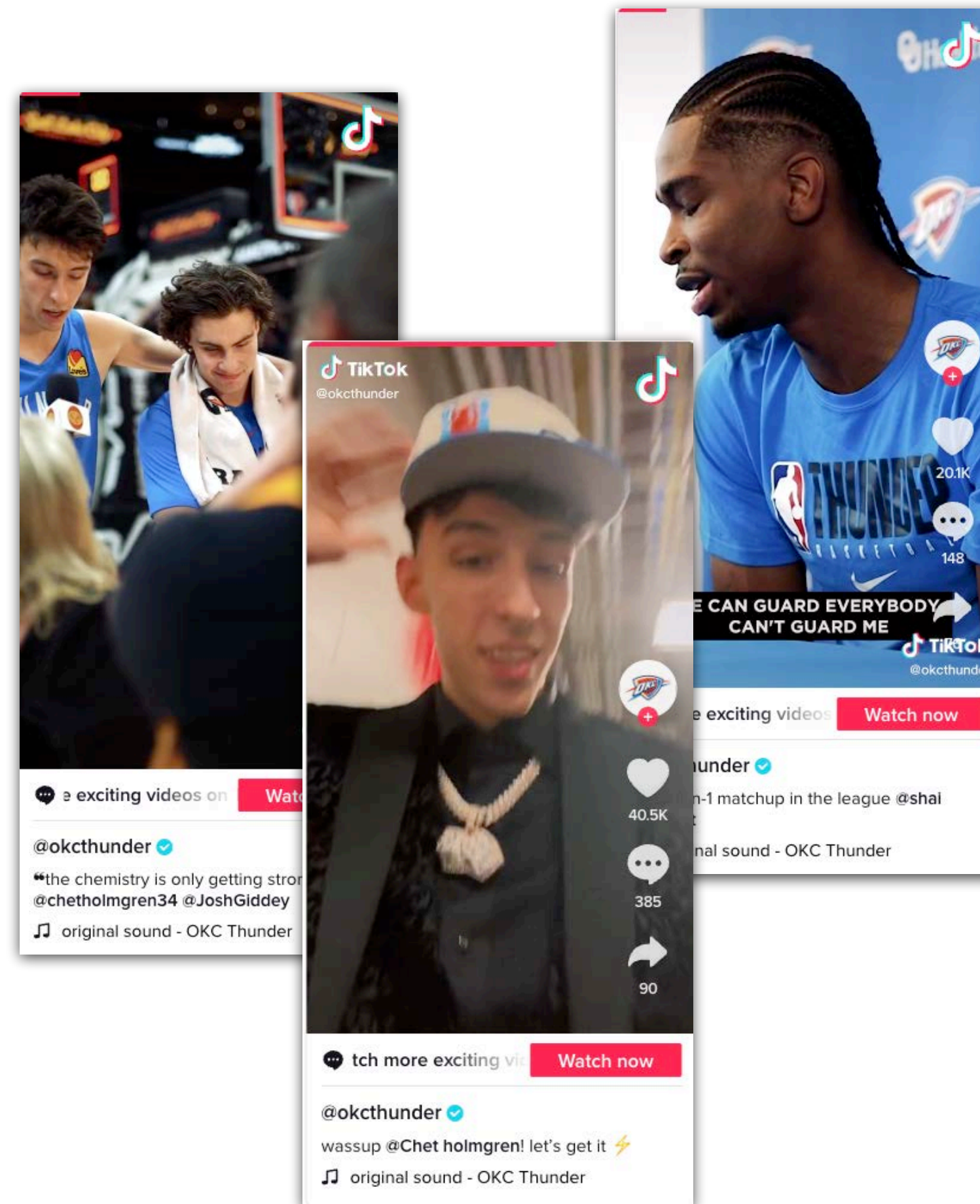


STANDOUT PERFORMER: ENGAGEMENT RATE BY VIEW

Oklahoma City Thunder

Oklahoma City Thunder brought the TikTok thunder this year by featuring team interviews, stories, and takeovers front and center. The Oklahoma-based NBA team rocked a 14.6% engagement rate per view thanks to engaging videos that went beyond the basketball court.

Fans ate up videos that featured players talking about their performance post-game or behind-the-scenes footage of what they get up to on the weekends. The OKC social media team also seemed determined to help fans fall in love with cute lanky basketball players with more than a few thirst traps.

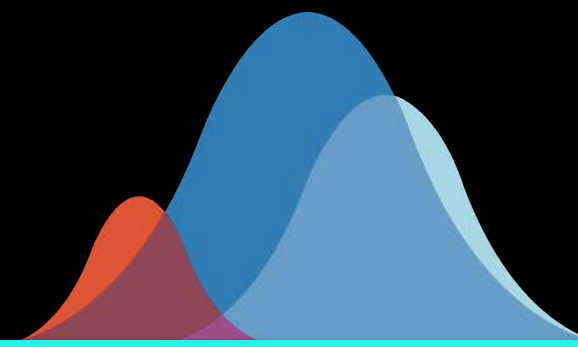


492K
FOLLOWERS

0.88
VIDEOS PER WEEK

114K
VIEWS PER VIDEO

14.6%
ENG. RATE PER VIEW

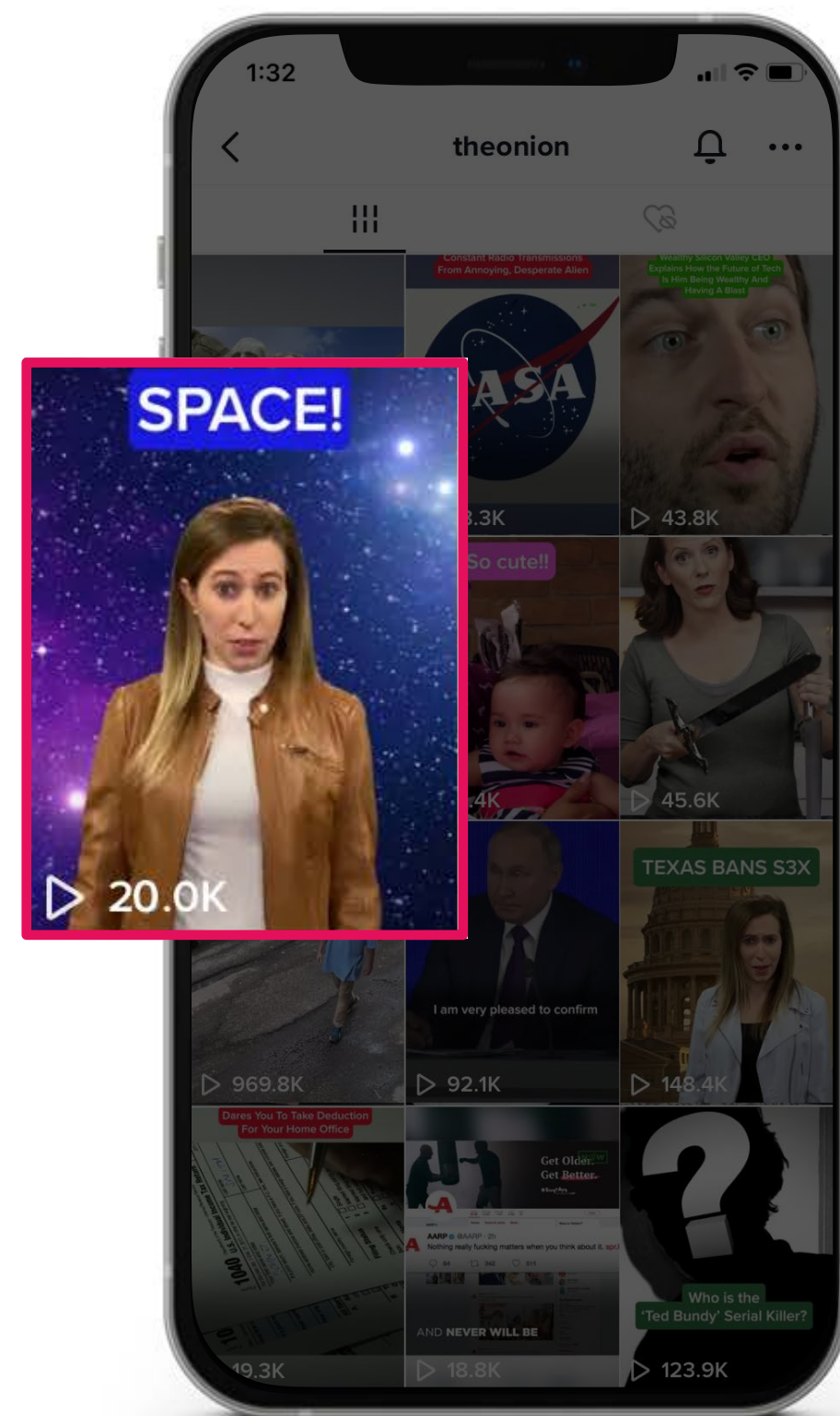


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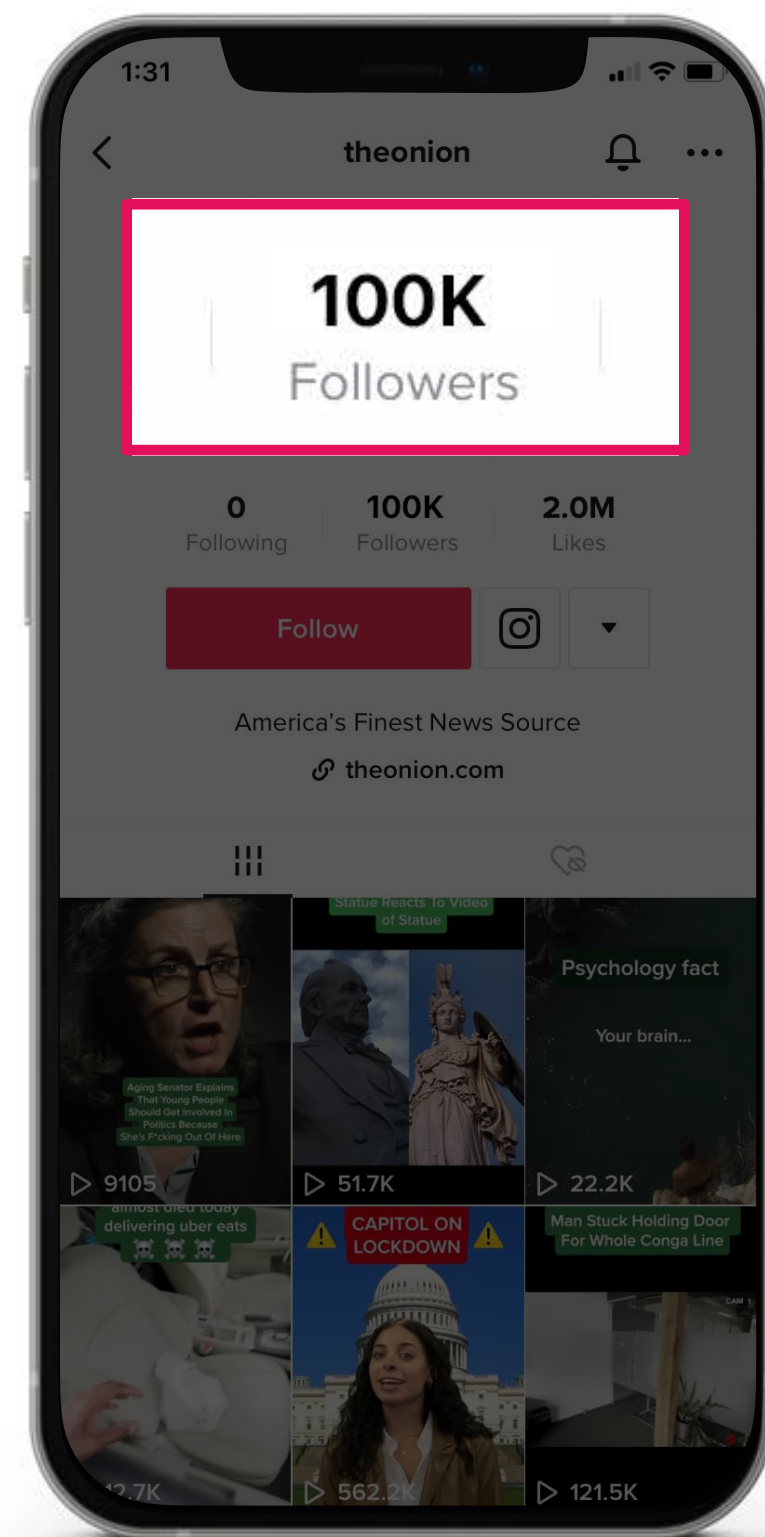
Views per Follower

What is Views per Follower?

The average number of views per follower on a per-video basis.



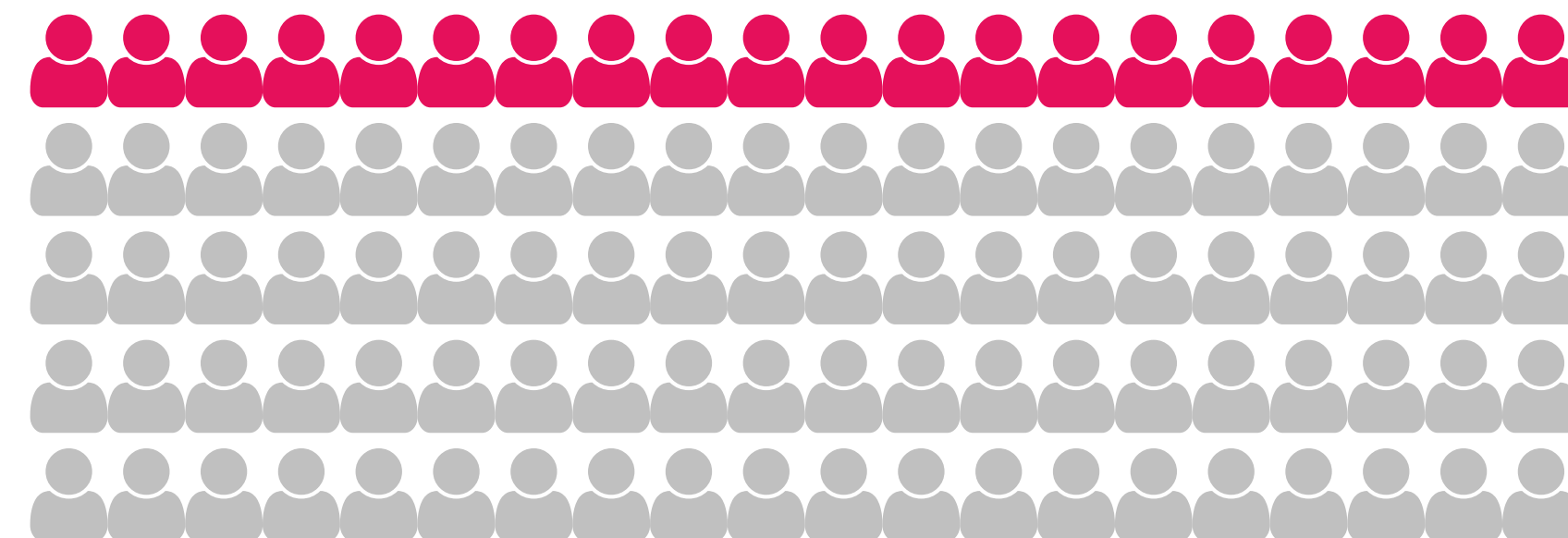
20,000 VIEWS



100,000 FOLLOWERS

This is what a 20%
view / follower rate
looks like.

$$\begin{array}{ccc} \text{20,000 VIEWS} & \div & \text{100,000 FOLLOWERS} \end{array}$$

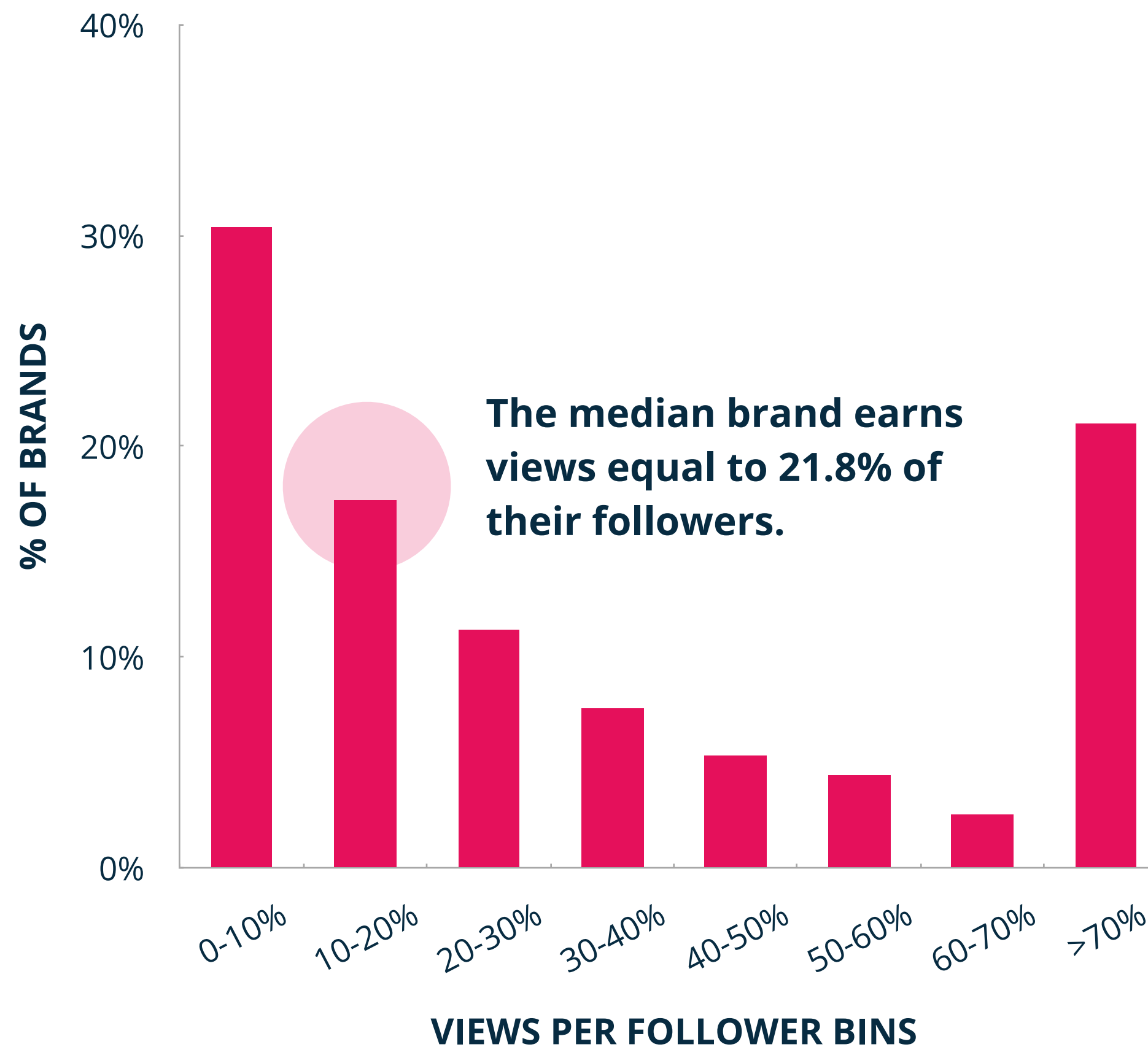


Views per Follower

The average number of views per follower on a per-video basis.

The average brand in our study earns about 21.8 views per 100 followers on each video they post.

- Though most brands don't achieve at such a high rate, the top 25% of brands earn more than 50 views per 100 followers per video on average.
- On the low end, about 30% of brands earn fewer than 10 views per 100 followers, on average.



RIVAL IQ INSIGHT

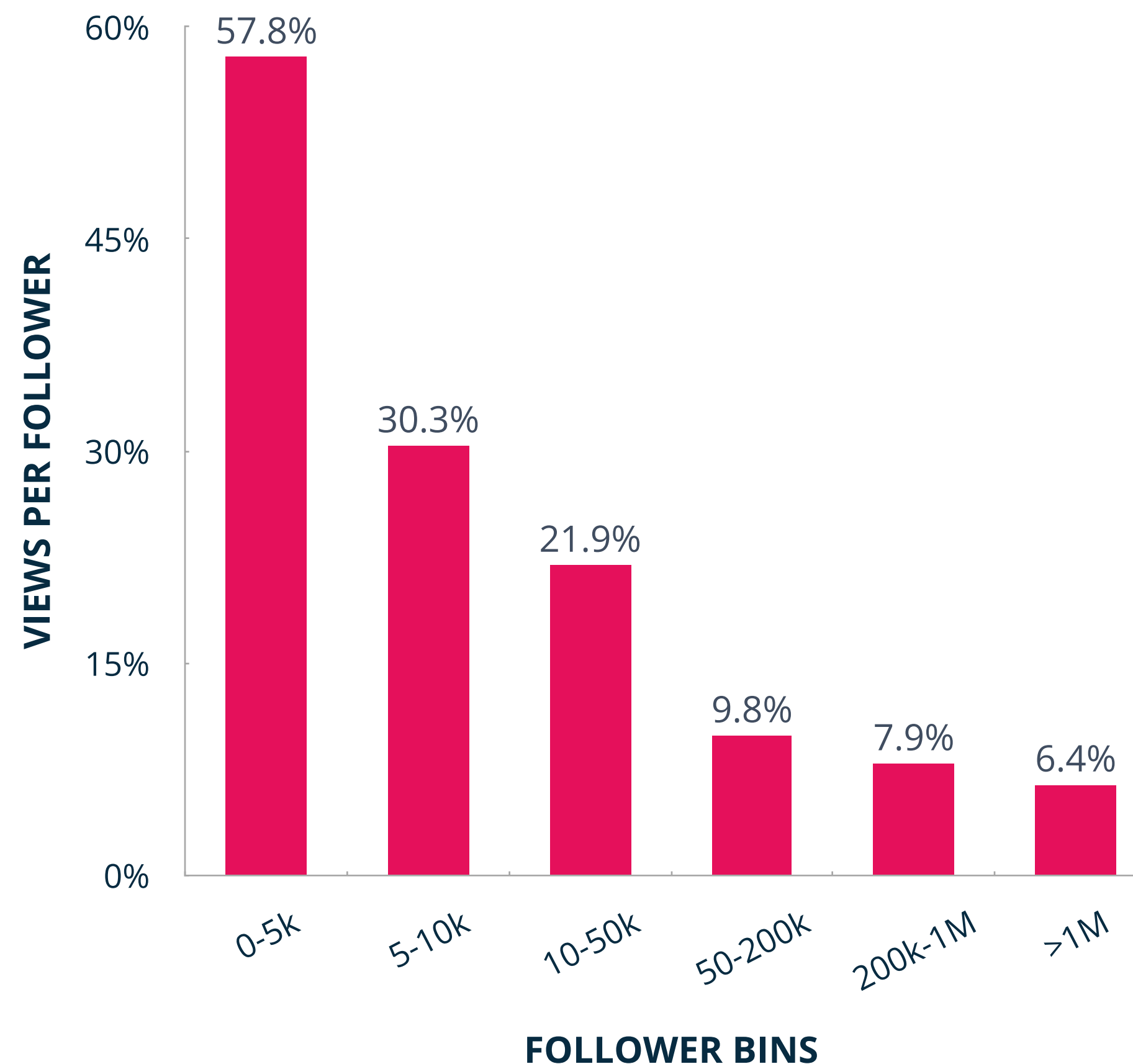
The higher percentage of followers you reach, the more resonant your content is, and the more TikTok's infamous algorithm will continue to serve your content to the people it thinks will be most likely to engage with it.

Views per Follower: Account size

The average number of views per follower on a per-video basis.

In general, we find that the larger the number of followers, the lower the views per follower.

- Accounts with fewer than 5,000 followers average about 57 views per 100 followers on each video.
- That ratio decreases with accounts between 200,000 and 1 million followers averaging just 8 views per 100 followers on each video.



RIVAL IQ INSIGHT

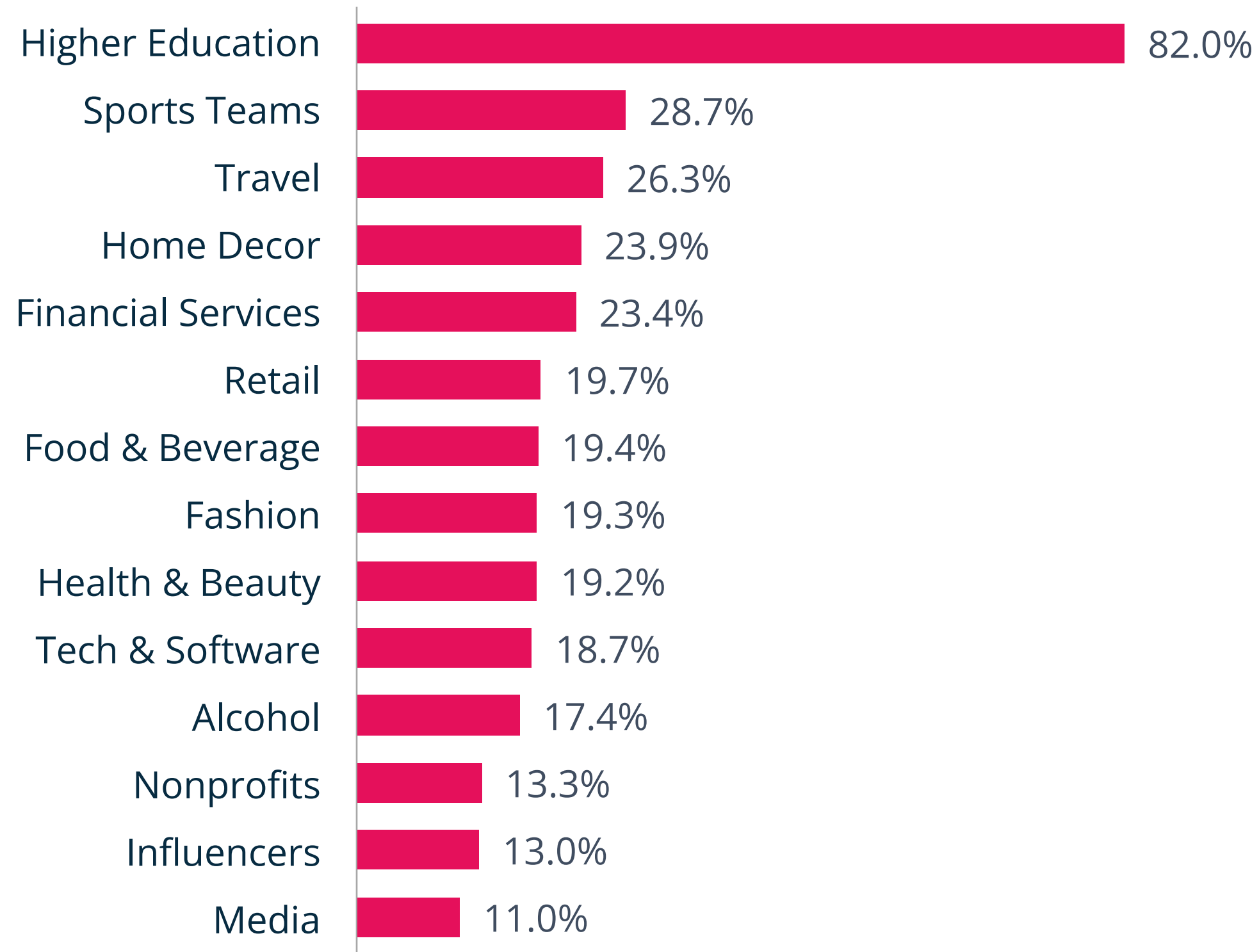
It isn't surprising to see that views per follower decline, on average, as accounts grow in size. This dynamic is one that we also see on other platforms like Instagram. Smaller accounts tend to post less frequently, which also helps increase the views on each individual video.

Views per Follower: Industries

The average number of views per follower on a per-video basis.

Higher Education, Sports Teams, and Travel top the list of industries earning views per follower.

- Colleges and universities are earning 2.5x the views per follower of the next best industry, Sports Teams.
- Media brands and Influencers lag behind the cross-industry median, earning less than 13% on average.



IEWS PER FOLLOWER

RIVAL IQ INSIGHT

As usual, Higher Ed and Sports Teams are killing it with this engagement metric. It's worth noting that Higher Education accounts are relatively small compared to Sports, driving their average views per follower higher in this analysis.

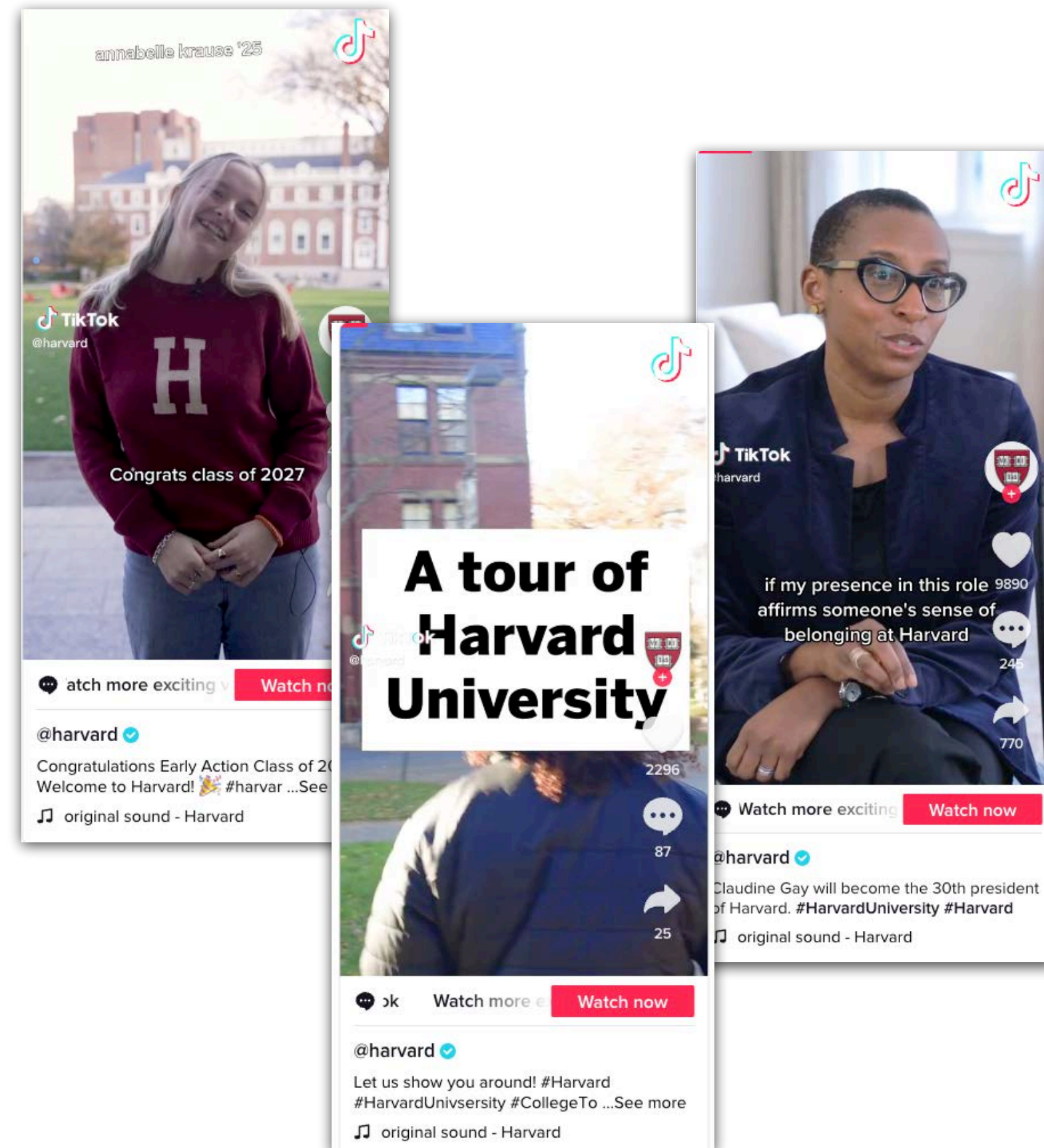


STANDOUT PERFORMER: VIEWS PER FOLLOWER

Harvard University

With 23.8 views/follower per 100 followers, Harvard University leads the pack in more than just IQ points. A mix of standout videos and evergreen faves helped the Boston-based university earn millions of views on just 16 videos, reminding us that more isn't always more.

Videos about campus traditions and celebrity visitors earned tons of views, but Harvard managed to really stand out on TikTok this year with a few killer videos about admissions and new Harvard president Claudine Gay.

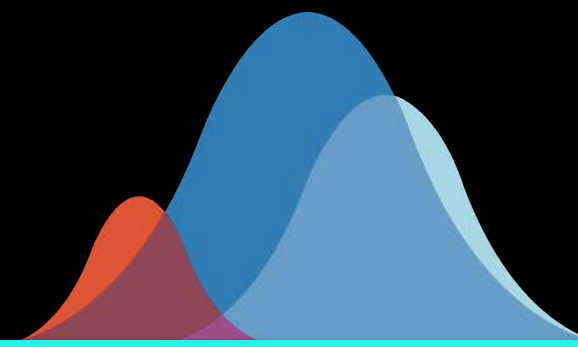


44K
FOLLOWERS

0.3
VIDEOS PER WEEK

235K
VIEWS PER VIDEO

12.8%
ENG. RATE PER VIEW

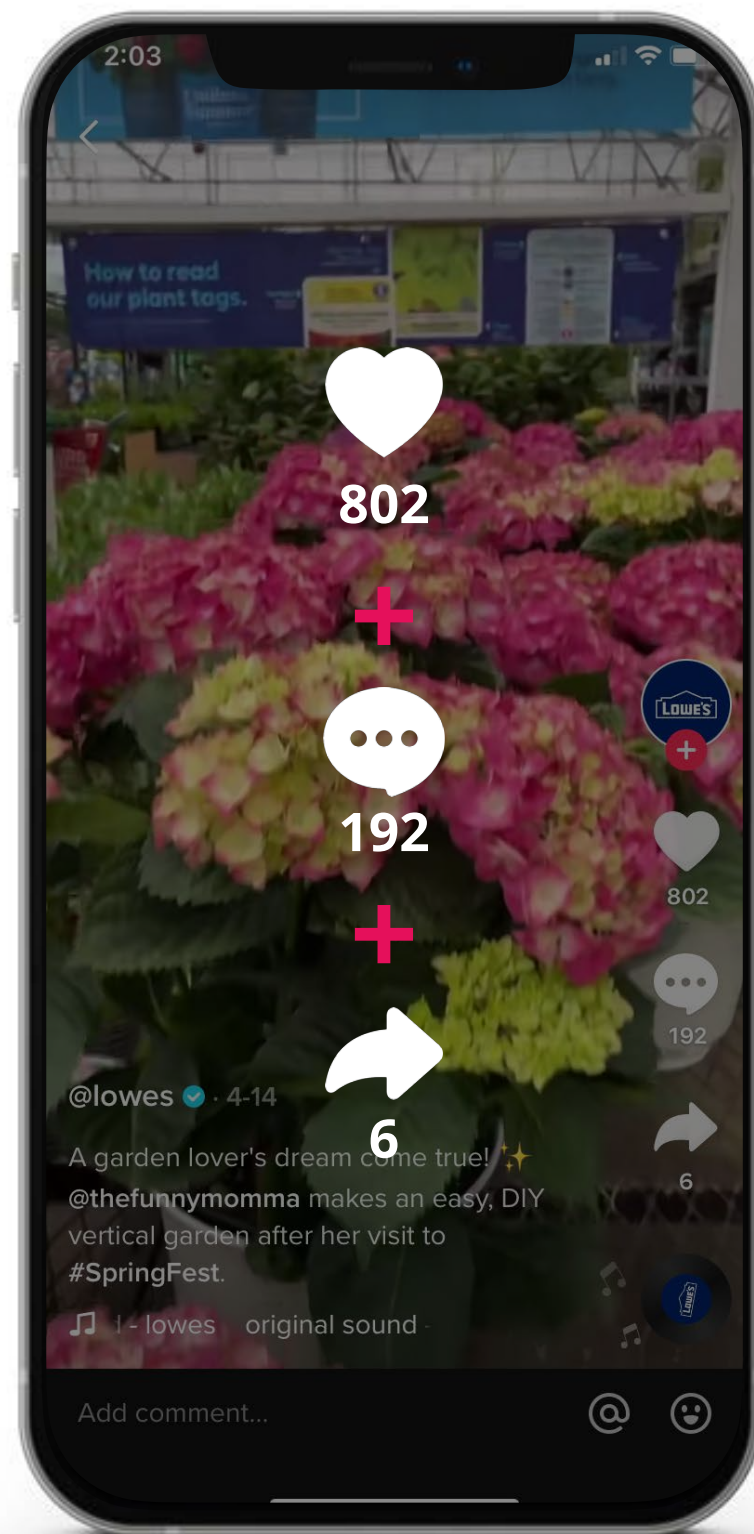


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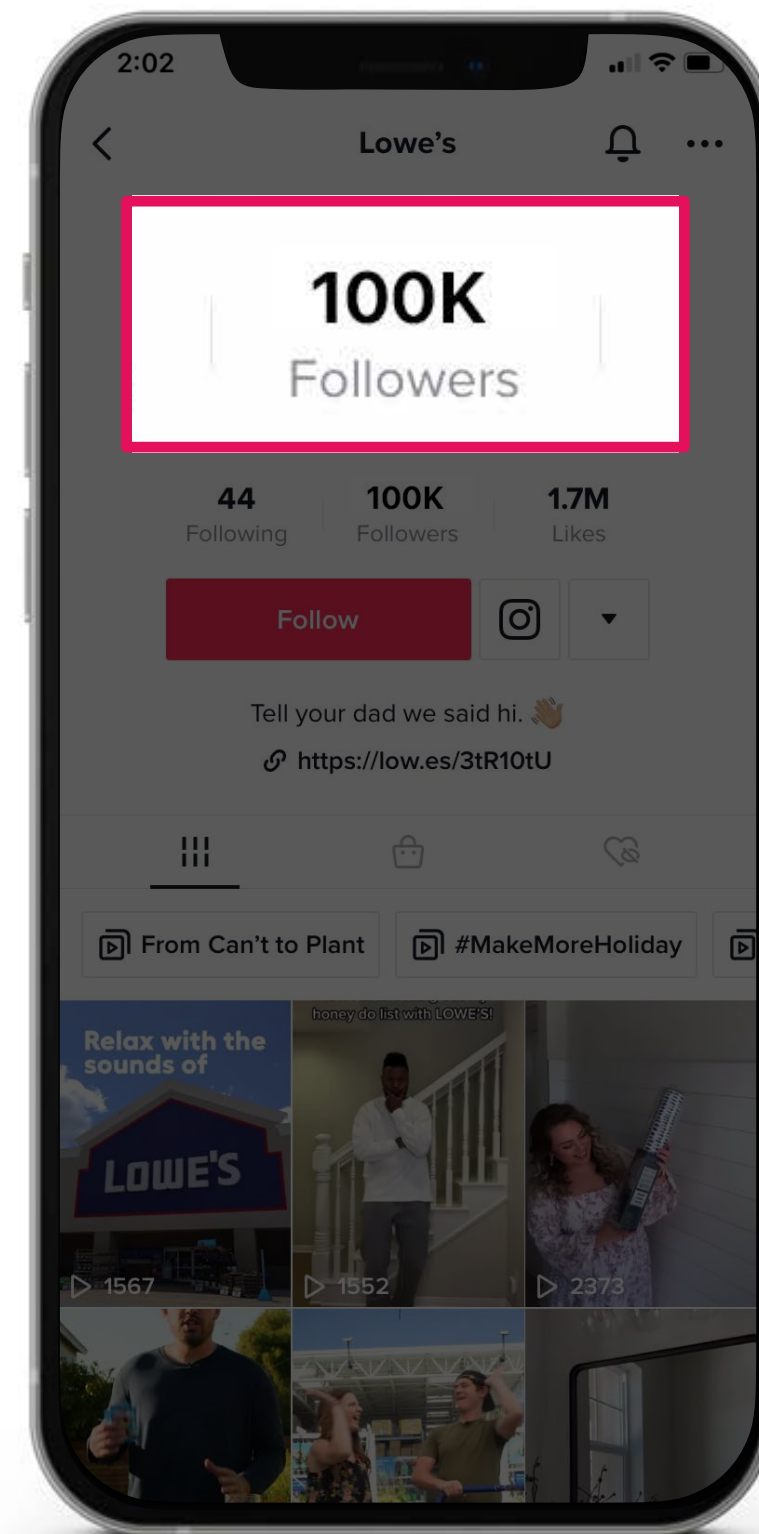
Engagement Rate by Follower

What is Engagement Rate by Follower?

The average engagements per follower on a per-video basis.



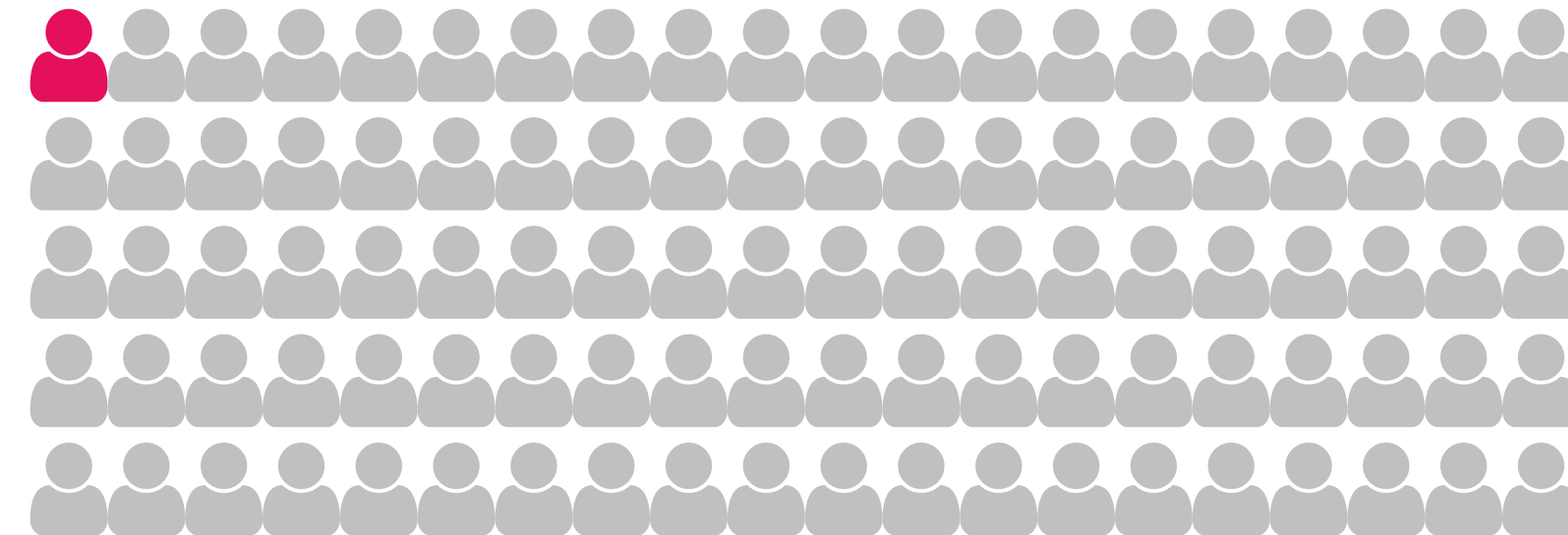
1,000 ENGAGEMENTS



100,000 FOLLOWERS

This is what a 1% engagement rate / follower looks like.

$$\begin{matrix} \text{1,000 ENGAGEMENTS} & \div & \text{100,000 FOLLOWERS} \end{matrix}$$

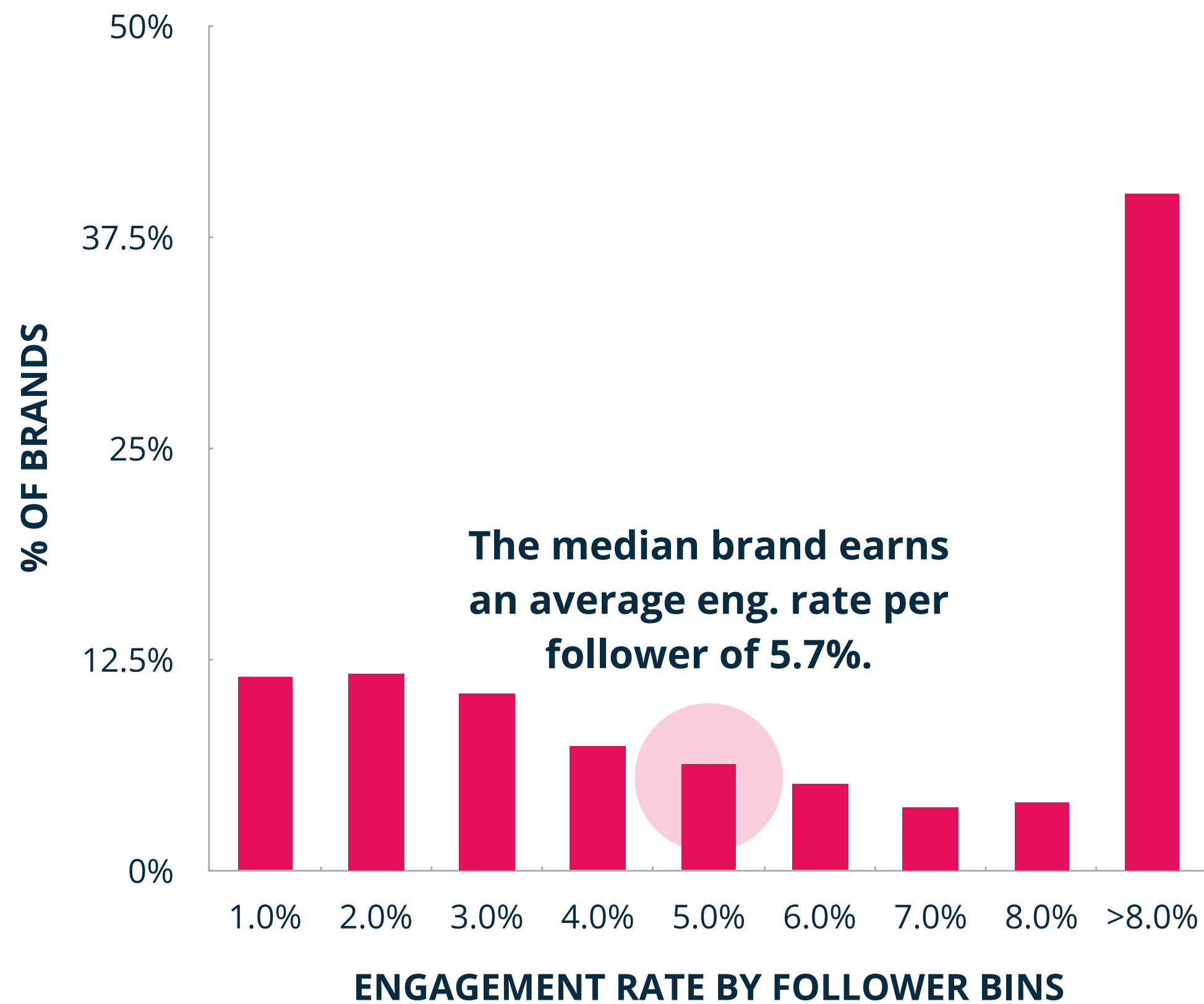


Engagement Rate by Follower: Distribution

The average engagements per follower on a per-video basis.

On a per-video basis, the engagement rate by follower for the median brand comes in at 5.7%.

- About 40% of brands earn an engagement rate by follower of more than 8%, more than double the median.
- On the lower side, a third of brands also average an engagement rate of less than 3%.



RIVAL IQ INSIGHT

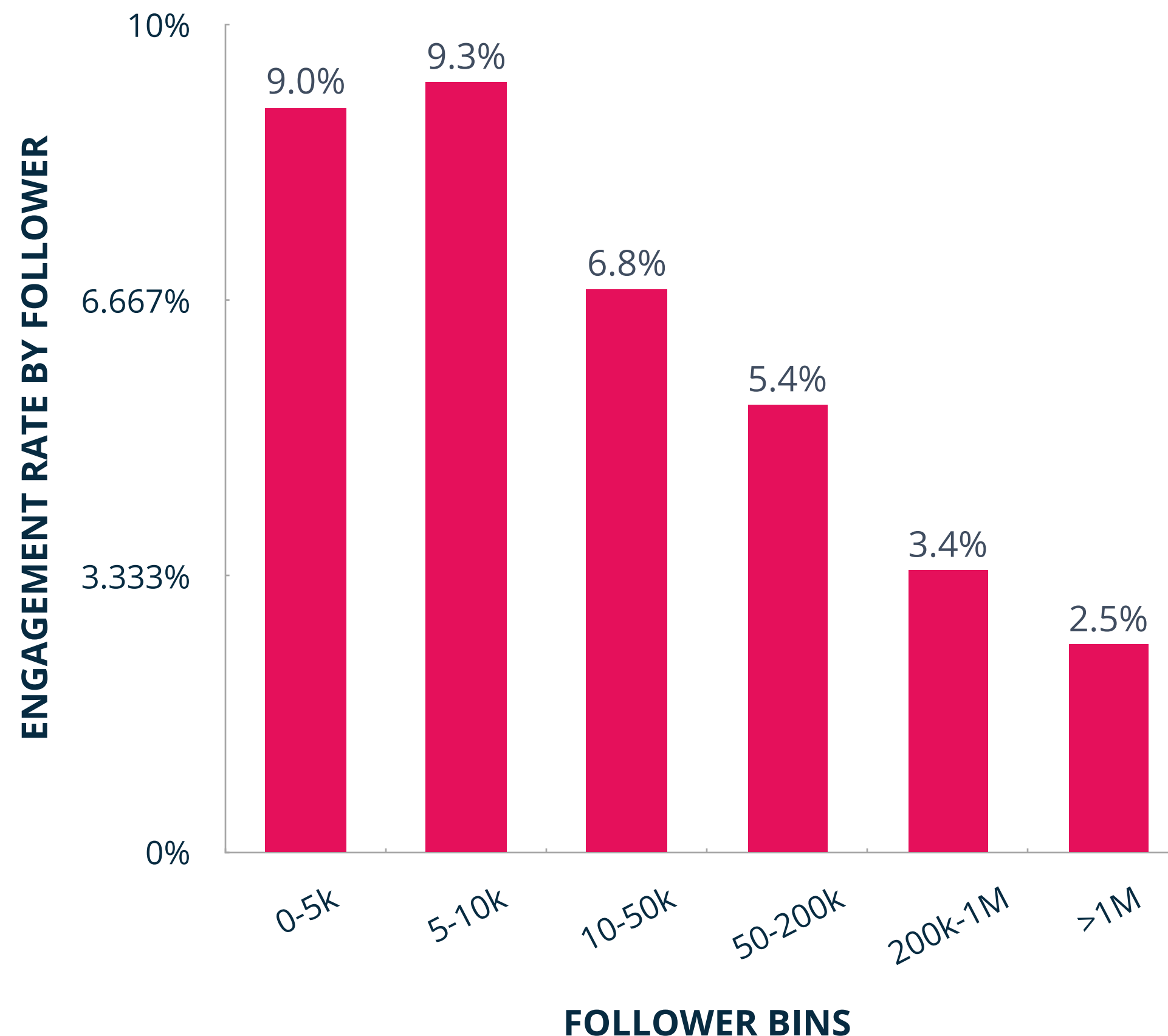
We share this engagement rate to help brands understand their TikTok performance relative to other social media channels. Engagement rates per follower that brands are earning right now on TikTok dramatically outpaces that of other channels, with Instagram being the next closest.

Engagement Rate by Follower: Account Size

The average engagements per follower on a per-video basis.

On average, brands with larger accounts see lower engagement rates by follower on average.

- Accounts with fewer than 50K followers see their average engagement rates come in above the median brand at 5.7%.
- The largest accounts, those with more than 1 million followers, see their per-video average engagement per follower come in at roughly 2.5%.



RIVAL IQ INSIGHT

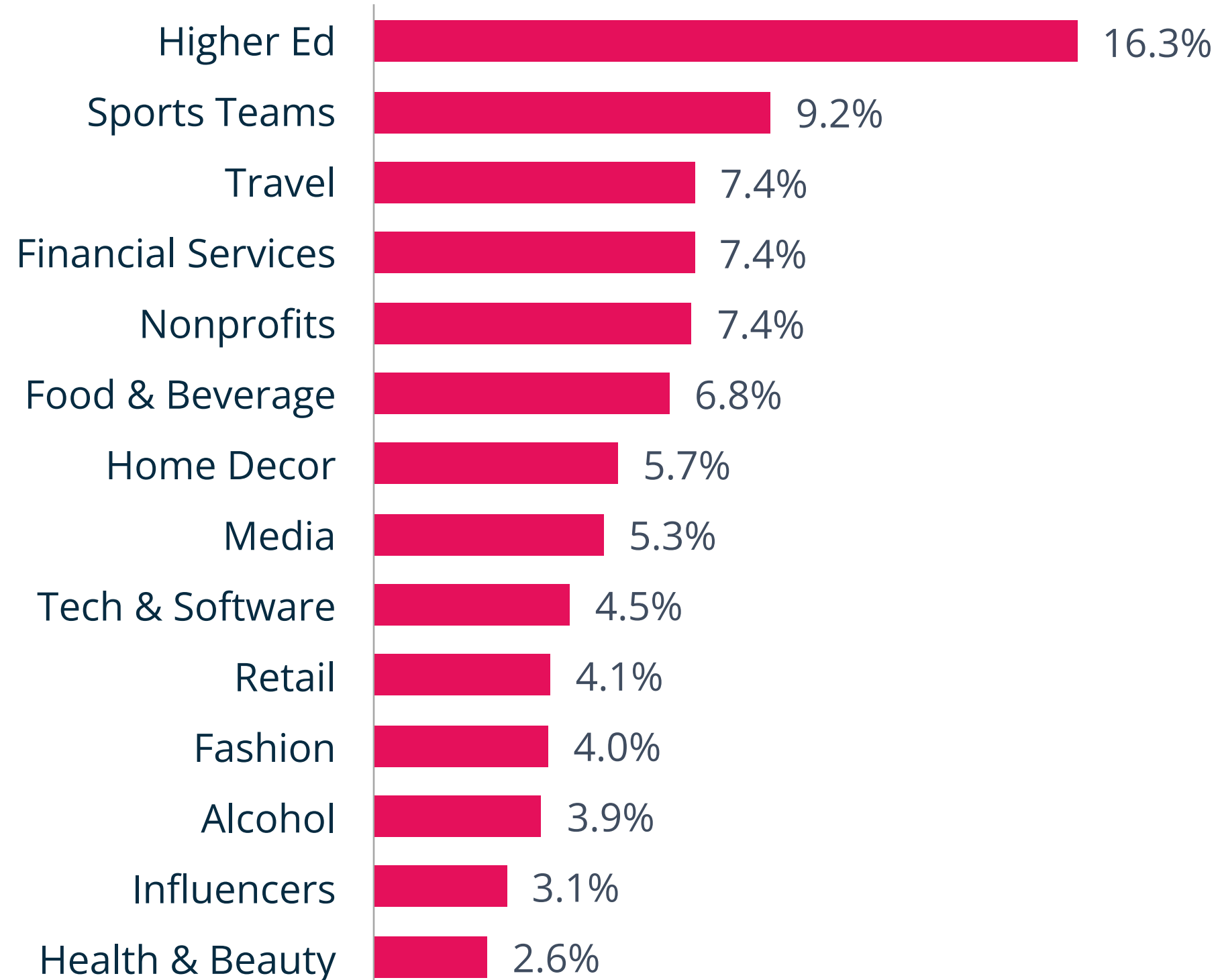
There are multiple factors that drive engagement rate, including average video reach and content quality. As we saw in the previous section, larger accounts tend to earn fewer views per follower on average.

Engagement Rate by Follower: Industries

The average engagements per follower on a per-video basis.

Higher Education and Sports Teams top the list for engagement rate by follower with performance well beyond the cross-industry average.

- Travel, with an average engagement rate of 7.4%, rounds out the top 3 industries.
- Health & Beauty brands and Influencers perform well below the cross-industry average.



ENGAGEMENT RATE BY FOLLOWER

RIVAL IQ INSIGHT

Similar to the performance we saw for views per follower, Higher Ed, Sports, and Travel out-earn other industries for the average engagement rate by follower metric. Combining above average reach with content their audiences are excited about is a surefire way to yield high per-follower engagement.



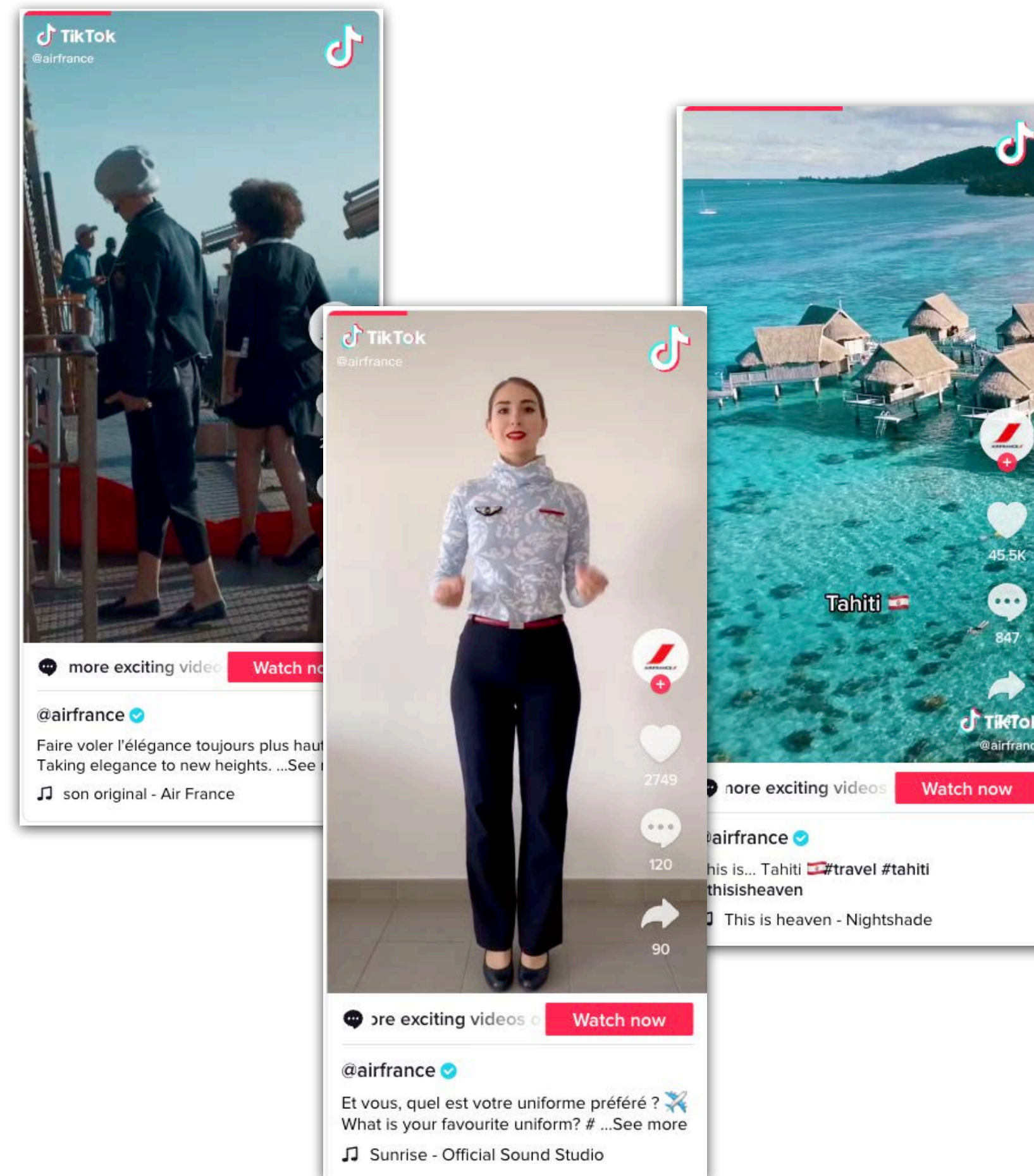
STANDOUT PERFORMER: ENGAGEMENT RATE BY FOLLOWER

Air France

Air France rocked a 22.5% engagement rate by follower on TikTok this year thanks to bilingual travel thirst traps that made wannabe travelers run to smash the like button or leave a comment.

The airline took travelers to France, Tahiti, Cannes, and every airport in between in engaging, highly-produced videos that inspired engagement. Followers also enjoyed behind-the-scenes footage from new planes to exclusive peeks at Air France uniforms.

Posting regularly helped Air France earn consistent engagement throughout the year and is a good strategy for any brand looking to score likes and comments on TikTok.



133K
FOLLOWERS

0.8
VIDEOS PER WEEK

366K
VIEWS PER VIDEO

3.25%
ENG. RATE PER VIEW



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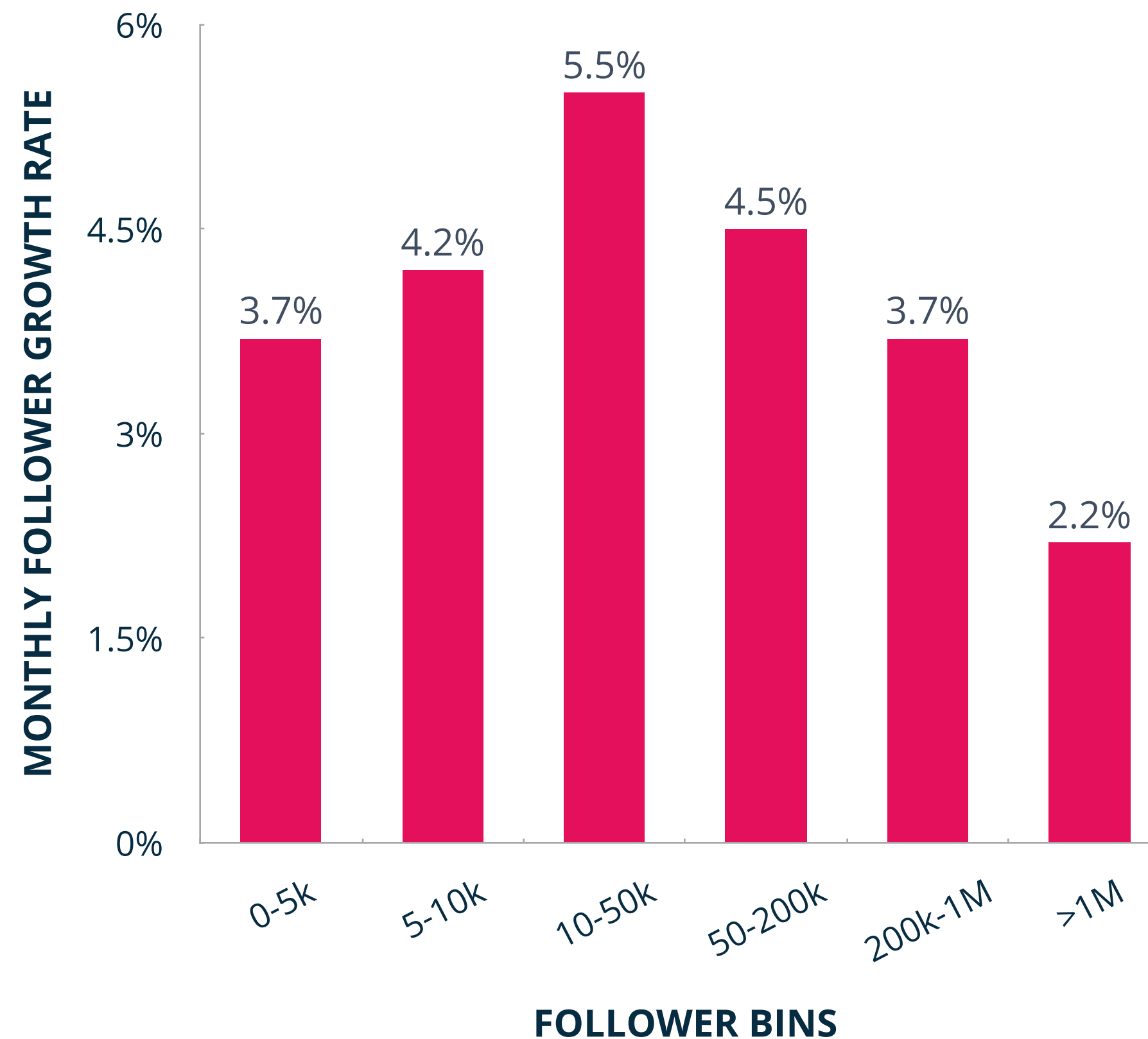
Average Monthly Follower Growth

Monthly Follower Growth Rate: Account Size

The average monthly growth rate over the report period.

Across all account sizes, brands on TikTok are growing their followers at least 2-3% on a monthly basis.

- Smaller accounts, those with less than 50K followers, are averaging monthly growth of more than 4%.
- The larger accounts in this study are growing at a rate of 2.5% or more per month.



RIVAL IQ INSIGHT

TikTok is very much a growing platform, and we see brands of all sizes successfully growing their accounts. This shouldn't be surprising given that TikTok has been the most downloaded app in the US for the last several years.



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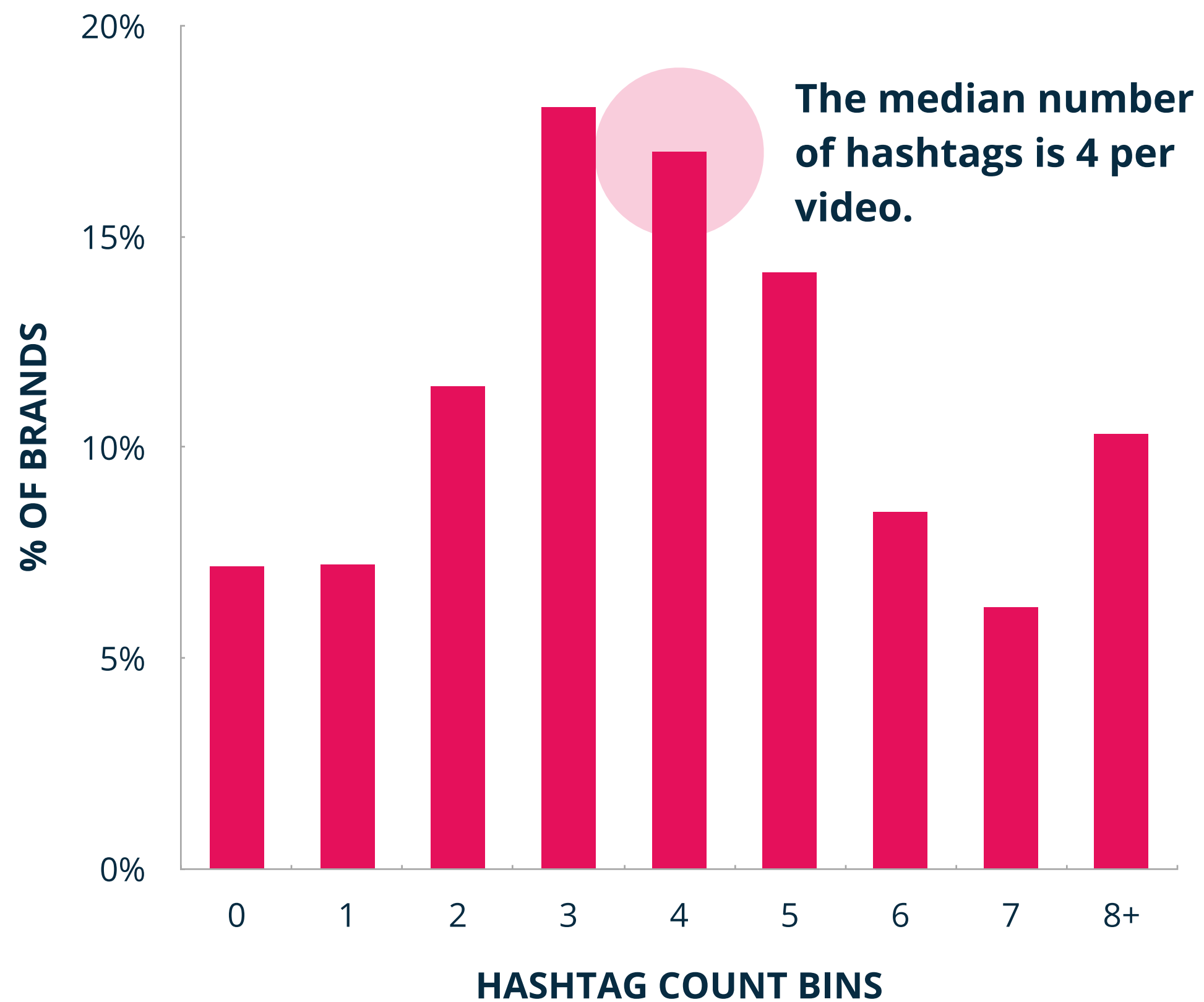
Hashtags per Video

Hashtags per Video

The average number of hashtags on a per-video basis.

Brands include about four hashtags per video on average.

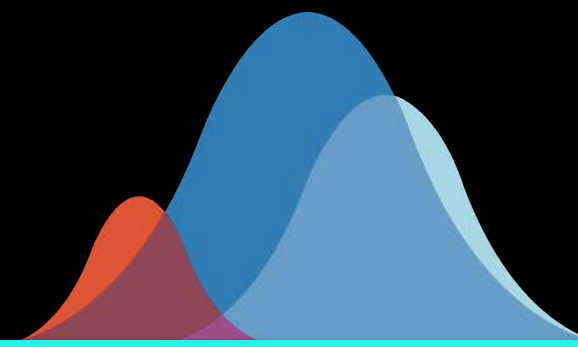
- Brands lean towards fewer hashtags, with just 39% of brands including 5 or more hashtags in their videos.
- 14% of brands include two or fewer hashtags in their videos.



RIVAL IQ INSIGHT

Hashtags are a powerful way to land content in the all-important #FYP, but more isn't always better. Be sure to note your brand's individual hashtag engagement to pick the right number of hashtags for your videos.





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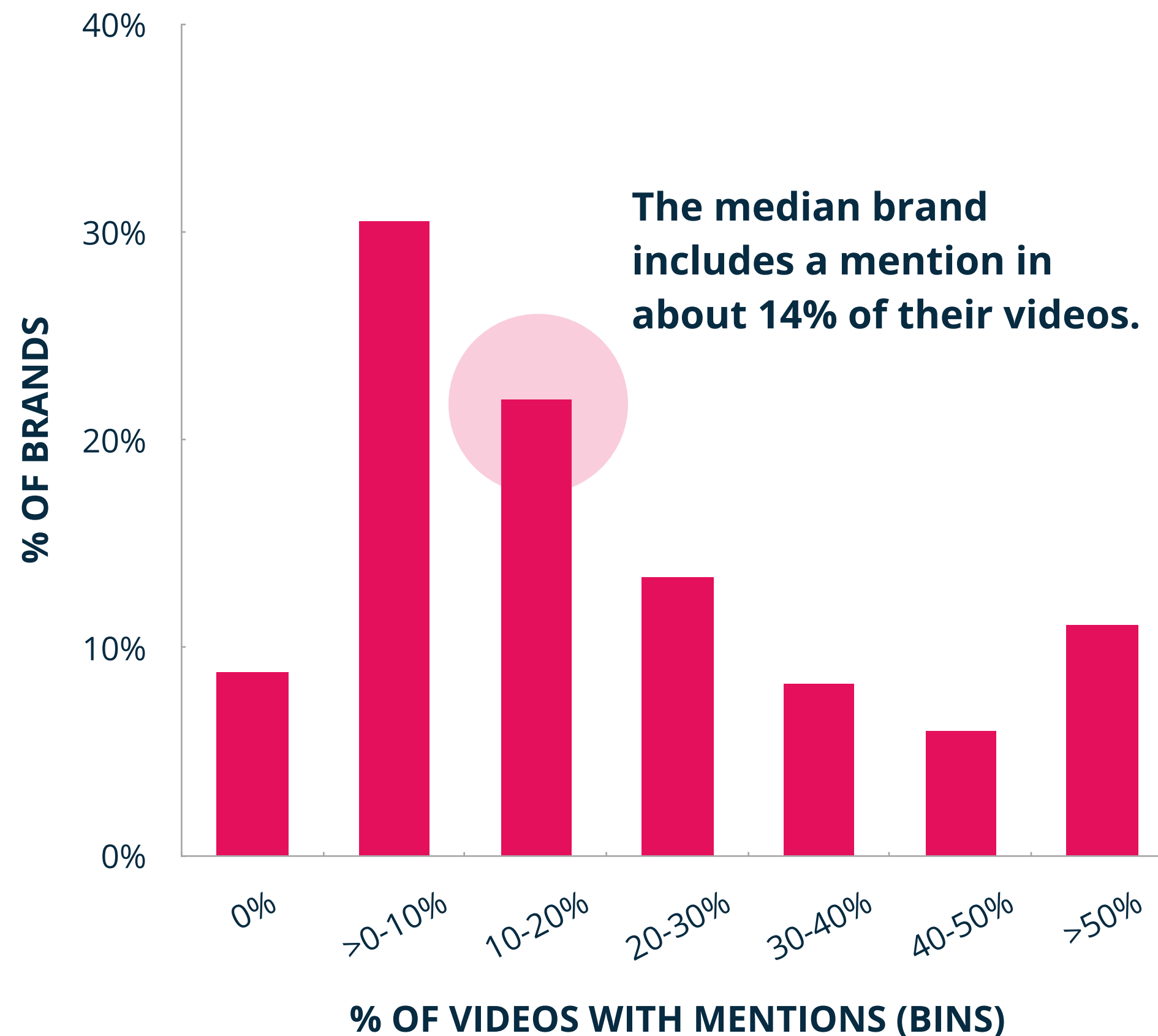
Videos with Mentions

What is Videos with Mentions?

The percentage of a brand's videos that include at least one mention of another account.

The average brand doesn't mention other accounts very often, only in about 14% of their videos.

- About 11% of brands include a mention in more than half of their videos. Wow!
- Almost 9% of brands never mention another account.



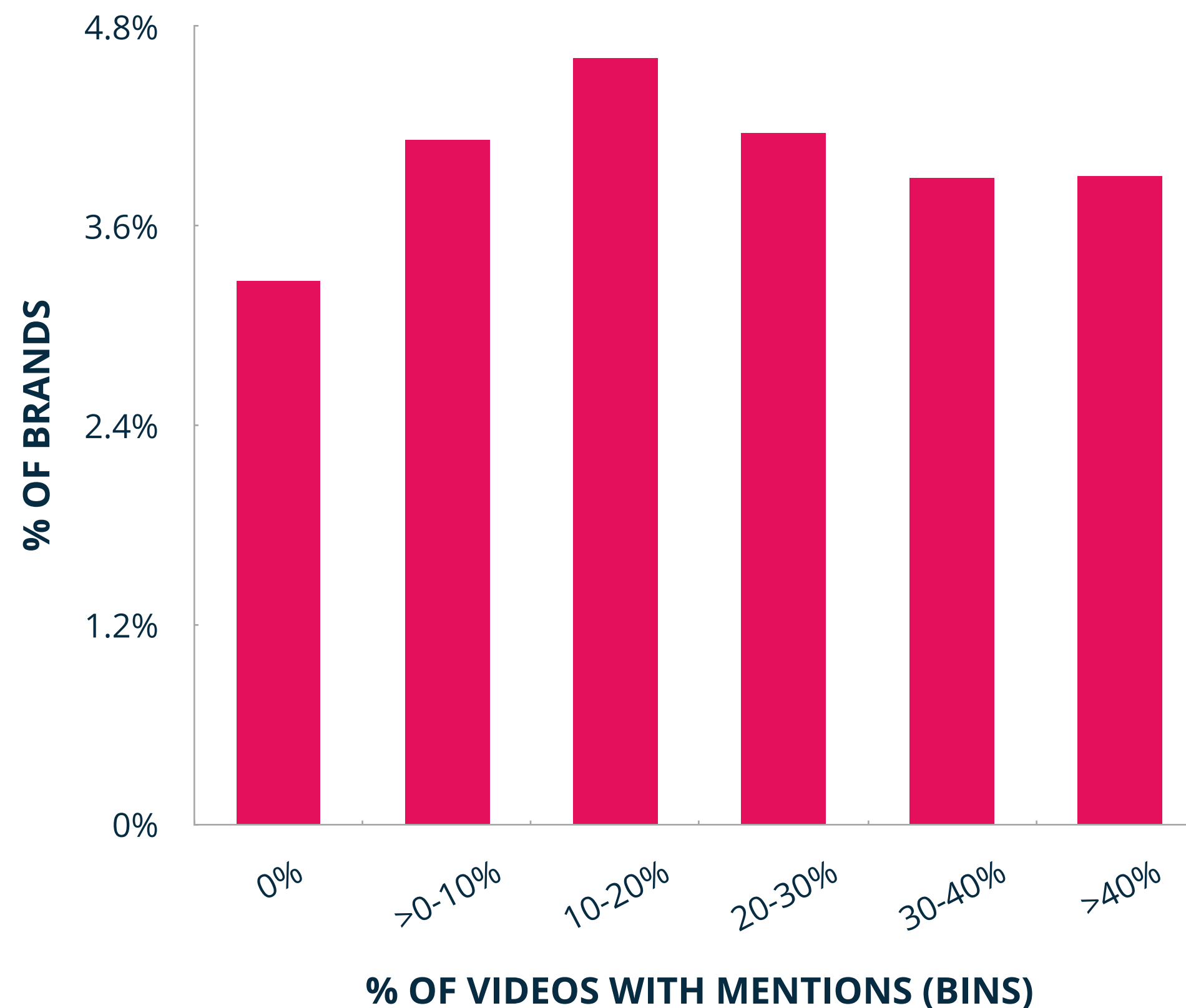
RIVAL IQ INSIGHT

Mentions help non-followers find new videos that are related to brands and accounts they already love. These numbers suggest that brands are favoring original content over replies or mentions.

Effect of Mentions on Average Engagement per View

Brands that include mentions consistently in their videos tend to see higher per view engagement rates.

- Brands that use mentions in 10%-20% of their videos have the highest per-view engagement rates.
- Brands that never mention other accounts have the lowest per-view engagement rates, only 4.5%.



RIVAL IQ INSIGHT

Don't be afraid to start conversations with mentions on TikTok. These numbers show that aiming to include a mention every fifth video (or more frequently) will boost engagement while helping grow follower counts as more fans discover your brand.

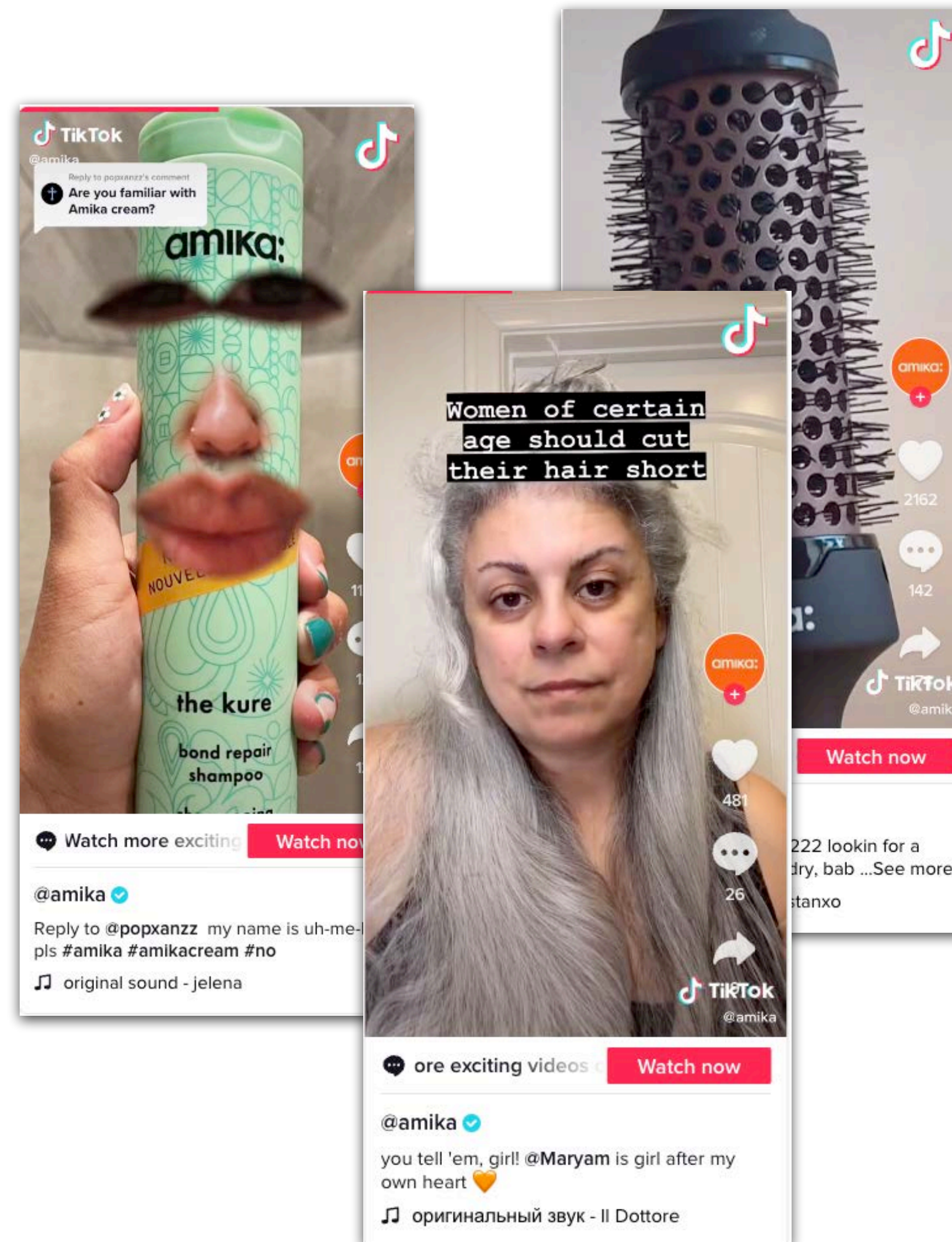


STANDOUT PERFORMER: VIDEOS WITH MENTIONS

Amika

Health & Beauty brand Amika was all about mentioning other brands in more than half of their 200+ TikTok videos this year. From collabs with brands like Denman to replies to followers requesting help with their hair routine, Amika treated TikTok like the conversational platform it is to the delight of followers.

The hair brand wasn't afraid to get sassy and silly in their TikTok's, which kept followers engaged and coming back for more, while being genuinely helpful to fans looking to improve their hair routines was a time-consuming slam dunk for the brand.



50K
FOLLOWERS

4.4
VIDEOS PER WEEK

9.9K
VIEWS PER VIDEO

5.78%
ENG. RATE PER VIEW



About Rival IQ

Rival IQ is a social media analytics toolkit that helps you:

Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—**for you and your competitors.**

Stay ahead of your competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.

Do more with your social data

Dive deeper into your Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn analytics with automated insights, boosted post detection, hashtag analysis, and so much more.

[GET YOUR FREE TRIAL ►](#)



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